

**SUMMARY OF CONTRACT CONCEPTS FOR 1998-99 FY
DISCRETIONARY CONSULTANT AND PROFESSIONAL SERVICES**

Attachment 2

**INTEGRATED WASTE MANAGEMENT ACCOUNT (IWMA)
RECYCLING MARKET DEVELOPMENT ZONE ACCOUNT (RMDZ) [Proposed Legislation]**

CONCEPT NO.	CONCEPT TITLE	IWMA REQUESTED	IWMA EXEC STAFF RECOMMEND	RMDZ REQUESTED	RMDZ EXEC STAFF RECOMMEND
	Total C&P Funds Available	\$1,361,800		\$4,000,000	
	Total Mandatory Services	\$277,850		\$0	
	Concepts Previously Approved	\$560,000			
	Total Discretionary Funds Available	\$523,950	\$523,950	\$4,000,000	\$4,000,000
	Organics				
14	Commercial Food BMP Partnerships			\$80,000	\$80,000
43	Landscape Management Partnership/Outreach			\$170,000	\$170,000
44	Organic Materials Feedstock/Product Quality Issues			\$125,000	\$125,000
45	Partnerships for Agriculture and Other End-Uses			\$375,000	\$375,000
46	Grasscycling Outreach Campaign			\$550,000	\$550,000
6	Grasscycling Outreach Campaign	\$94,000			
2	Implement Model Waste Diversion/Compost Programs	\$40,000			
	Sub-Total	\$134,000	\$0	\$1,300,000	\$1,300,000
	Construction & Demolition (C&D)				
3	Technical Assistance for C&D Waste RAP			\$50,000	\$50,000
55	Green Building Technology Centers-Conceptual Plan	\$35,000	\$35,000		
47	Green Building Technology Program			\$500,000	\$500,000
48	C&D Ordinances			\$50,000	\$50,000
49	Training Expansion through Bill			\$150,000	\$150,000
50	C&D Educational Campaign			\$200,000	\$200,000
51	Green Building Grant Program (not team proposal)			\$600,000	
52	Deconstruction Training Program (not team proposal)			\$100,000	
	Sub-Total	\$35,000	\$35,000	\$1,850,000	\$950,000
	Facility Compliance				
9	Development of Odor Standards	\$80,000	\$80,000		
10	Emission Studies For Composting Facilities	\$90,000	\$90,000		
11	Alternative Covers Assessment Program	\$15,000	\$15,000		
12	Comprehensive Laboratory Services	\$70,000	\$50,566		
	Sub-Total	\$255,000	\$235,566	\$0	\$0
	Local Government Diversion Assistance (LGDA)				
31	Computers for Jurisdictions	\$150,000			
37	Develop Case Studies for Jurisdictions			\$162,000	\$162,000
38	Workshops To Disseminate Assistance Tools			\$100,000	\$100,000
39	Cooperative Marketing			\$300,000	\$300,000
40	Statewide Conference/Waste Prevention & Recycling			\$100,000	\$100,000
41	Relative Effectiveness of Diversion Programs			\$100,000	\$100,000
42	Integrate Selected Databases			\$240,000	\$240,000
27	Grants Program for State Facilities Diversion	\$150,000			
28	Develop Model Planning Documents	\$100,000			
29	Economic Models	\$117,000			
	Sub-Total	\$517,000	\$	\$1,002,000	\$1,002,000

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SUMMARY OF CONTRACT CONCEPTS FOR 1998-99 FY DISCRETIONARY CONSULTANT AND PROFESSIONAL SERVICES

Attachment 2

IWMA/RMDZ (Continued)

CONCEPT NO.	CONCEPT TITLE	IWMA REQUESTED	IWMA EXEC STAFF RECOMMEND	RMDZ REQUESTED	RMDZ EXEC STAFF RECOMMEND	
	Buy Recycled					
53	Recycled Product Procurement Conference			100,000	\$100,000	
54	Green Product Database Management			\$70,000	\$70,000	
56	Recycled Product Mobile Display			\$50,000	\$50,000	1
	Sub-Total	SO	\$0	\$220,000	\$220,000	
	Other					
4	Waste Reduction Awards Program (WRAP)	\$50,000	\$50,000			
5	California Materials Exchange (CalMAX)	\$35,000	\$35,000			2
8	Zone Administrators Funding Assistance			\$100,000	\$100,000	3
N/A	Sponsorship/Cosponsorship Placeholder			\$100,000	\$100,000	1
1	Financial Analysis and Negotiation Assistance	\$75,000				
30	Develop/Monitor Public Records File System	\$45,000				
36	Business Assistance Services Ad Campaign			\$300,000		
7	Model Green Building Program	\$25,000				
	Sub-Total	\$230,000	\$85,000	\$500,000	\$200,000	
	Total Discretionary Services Requested	\$1,171,000	\$355,566	\$4,672,000	\$3,672,000	
	IWMA and RMDZ C&P Balances	\$647,050	\$168,384	\$672,000	\$328,000	

1 - Not consulting services. If approved, funding will be transferred to the General Expense line item to implement the appropriate purchase document.

2 - Split-Funded (IWMA - \$35,000 / Tire - \$15,000)

3 - Total amount of contract will be \$400,000 for a two year period. (Split equally between RMDZ direct and RMDZ proposed)

RMDZ FUND (Direct Program Implementation)

CONCEPT NO.	CONCEPT TITLE	TEAM PRIORITY	STRATEGIC PLAN GOAL	AMOUNT REQUESTED	EXEC STAFF RECOMMEND	
	TOTAL RMDZ C&P FUNDS AVAILABLE			\$1,034,000		
	Total Mandatory Services			\$34,000		
	Total Discretionary Funds Available			\$1,000,000	\$1,000,000	
24	Implementation/Administration of Loans		2	\$150,000	\$150,000	
25	Market Prospect Lists/Credit Reports		2	\$40,000	\$40,000	
8	Zone Administrators Funding Assistance		2	\$100,000	\$100,000	3
26	Training for Zone Administrators		2	\$80,000	\$80,000	
	Total Discretionary Services Requested			\$370,000	\$370,000	
	RMDZ (Direct Program Implementation) Discretionary C&P Balance			\$630,000	\$630,000	

3 - Total amount of contract will be \$400,000 for a two year period. (Split equally between RMDZ direct and RMDZ proposed)

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CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Executive Office	Concept No. 1
Division: N/A	Divisional Priority:
Estimated Contract Amount: \$75,000	Fund: <input checked="" type="checkbox"/> IVVh4A <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> JRMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Rubia E. Packard	Strategic Plan Goal: Goal 1

Description: Services that would be provided include financial analysis and negotiation assistance for financial issues related to financial assurance, corporate performance, and business support of potential legal matters. In addition, this contract would be used as needed to support cost benefit analysis and activity costing related to Strategic Plan performance measurement.
Board Mandate Supporting Concept: This contract is necessary to ensure that policies and actions taken by the Board make sound economic sense.
History/Background: The CIWMB has periodic needs for complex financial analysis and negotiation assistance for financial issues related to financial assurance, corporate performance, and business support of potential legal matters. In the past year, such assistance was required in the workout of an agreement for cleanup of a large tire pile requiring analysis and negotiation of financial agreements. The complexity and immediate action required for this work necessitates that the Board have immediate access to a senior legal financial consultant with experience in solid waste litigation, workouts financial structuring and negotiation.
Benefit to the Board: (Pros/Cons if we approve/disapprove) In the past year, two issues were handled in this manner, resulting in saving to the state over \$1 million, at a cost of under \$70,000. If approved, this contract will give the Board and the Executive Office the flexibility to obtain in-depth financial analysis expertise as issues arise.
Budget: How was requested amount calculated/determined? The amount is based on experience with the financial analysis performed in the past year.

This concept proposes to: (1) survey various distinct tourist destinations to determine the amount of food/organic waste generated and if they operate any waste diversion/compost programs; (2) develop and implement site specific model food/organic waste diversion/compost programs to address their needs; and (3) establish a reporting mechanism to analyze both the qualitative and quantitative cost/benefits of such programs.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Increases the amount of organic waste diverted from California's landfills -commensurate with our Strategic Plan

Develops replicable waste diversion/reduction models for use by local governments and private businesses affected by the tourist industry.

Creates the possibility for some unique partnerships between the Board, other state and local government entitles. the non-profit sector, and private business.

If not funded, the Board would fail to take advantage of an opportunity to assist local governments in addressing the disproportionate amount of food/organic wastes affecting their waste streams from tourist destinations.

Budget: How was requested amount calculated/determined?

Total request is \$40,000. This amount would enable the Board to fund four distinct pilot programs (\$10,000 each), probably a theme park, animal park/zoo, fair, and shopping/restaurant venue.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Martha Gildart	Concept No. 3 Revised
Division: WP&MD	Divisional Priority
Estimated Contract Amount: \$50,000	Fund: <input checked="" type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Martha Gildart	Strategic Plan Goal: Construction 8 Demo

Description: Technical Assistance for C&D Waste Regional Action Plan (RAP)

Depending upon the needs identified in the RAP, this contract would provide a method to identify, quantify, and characterize the materials present in the C&D waste stream which are appropriate for recycling and would attempt to identify local processing capabilities and markets for those materials as well as any barriers to those uses. It would be a part of the Board's support for developing the first two RAPs as described in Goal 1 of the C&D Priority Program Performance Plan.

Board Mandate Supporting Concept:

Public Resources Code Section 43035 - Disaster Plan debris management
 public Resources Code Section 42000 et seq - Mandate for 50% diversion and market development
 Governor's Directive W-81-94 - Military Reuse Assistance

History/Background:

Recovering materials from the construction and demolition industries' waste stream is one of the Board's priority programs under its latest strategic plan. Staff has proposed working with local governments within a region to identify barriers to the reduction and recycling of C&D debris. One of the tools needed is the ability to quantify and characterize the materials in that waste stream.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

This contract is essential to completion of Goal 1 of the C&D Performance Plan. The principal target of Goal 1 of the C&D Performance Plan is local government.
 C&D materials comprise between 20 and 30 per cent of the waste disposed in California's landfills. A better understanding of the quantities and characteristics of those materials as present in a region's waste and the infrastructure to handle them would allow for the diversion of significant quantities, thereby moving us closer to obtaining the 50 per cent diversion goal.

Budget: How was requested amount calculated/determined?

Professional estimate

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CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Jeff Hunts	Concept No. 4
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$50,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jeff Hunts	Strategic Plan Goal: 1,2,4

Description: "Re-Authorization of Funding of the Second Year of the Three (3) Year WRAP Contract" This proposal seeks the funding necessary to continue operating the WRAP program as directed by the Board when the "three-yea? concept was approved in 1997. At that time the Board committed to continued funding of the program "subject to the future availability of funds in FY98/99 and FY 99/00".
Board Mandate Supporting Concept: Although not specifically mandated through statute, WRAP satisfies PRC 42600 (a)(b)(e) and (f), which directs the Board to establish education and outreach programs to encourage business and industry to participate in all phases of integrated waste management, including waste prevention, packaging reduction, and recycled product procurement. WRAP also supports Goal 5 (c) of the Statewide Waste Prevention Plan , calling for giving awards to outstanding business waste prevention programs. Finally, WRAP is specifically indicated as a performance measure of the Board's Strategic Plan, tracking how many businesses have been recognized for their waste reduction efforts.
History/Background: WRAP is an annual program designed to recognize businesses that have made outstanding efforts to reduce nonhazardous waste and send less garbage to landfills. The Board established WRAP in 1992 as discretionary program to both encourage and recognize waste reduction accomplishments by California businesses. The first application and award cycle took place in 1993. Historically, WRAP received approximately \$50,000 annually from the IWMA. Staff recently funding for future contracts at the level of \$50,000 annually through a "three year contract" proposal (\$50,000 from FY 97/98, as well as subsequent years if available).
Benefit to the Board: (Pros/Cons if we approve/disapprove) Approval of this concept continues to fulfill the three year commitment the Board made to the WRAP program and its "customers", and benefits the Board by continuing this valuable means of both recognizing businesses for their progress and learning more about how resource efficient practices lead to waste reduction. Disapproval would effectively end the WRAP program.
Budget: How was requested amount calculated/determined? Based on the experience of operating the program for five years, the requested amount (\$50,000) was determined'to be the bare minimum necessary to support program functions on an annual basis. This support includes publication and distribution of pre-application promotional materials and the application itself, promotional outreach coordination, application processing and management, "winner" recognition, and database and technical support.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: Jeff Hunts	Concept No. 5
vision: WPMD	Divisional Priority:
Estimated Contract Amount: \$50,000 (\$35,000 = IWMA; \$15,000 = Tire)	Fund: <input checked="" type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input checked="" type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jeff Hunts	Strategic Plan Goal: 1,2,4

Description:

"Re-Authorization of Funding for the Second Year of the Three (3) Year **CalMAX** Contract"

This proposal seeks the funding necessary to continue operating the **CalMAX** program as directed by the Board when the "three-yea? concept was approved in 1997. At that time the Board committed to continued funding of the program "subject to the future availability of funds in FY98/99 and FY 99/00".

Board Mandate Supporting Concept:

CALMAX fulfills PRC 40507 (c)(3)(E) by providing to the Legislature, via the Board's Annual Report, a summary of available and wanted materials, a profile of participants and the amounts of materials exchanged. Additionally, **CALMAX** seeks to fulfill Goal 6(c) Statewide Waste Prevention, which encourages expanding material exchange and reuse through **CALMAX**. The Board also adopted a five-year expansion plan for **CALMAX** in November 1994, which encourages the development of local materials exchanges, increases marketing efforts and match facilitation, and explores alternative funding sources for the program.

History/Background:

The **CALMAX** program was established in 1991 as a discretionary program designed to help businesses find new markets for excess materials, reduce disposal costs, find inexpensive feedstock, conserve landfill space, and help benefit schools, art groups, and nonprofit organizations by making inexpensive materials available. Available and wanted materials are listed on-line and in a quarterly catalog. **CALMAX** has been supported by contracted services since its inception. Historically, **CalMAX** was supported at an annual funding level of approximately \$150,000. In 1997 staff secured funding "commitment" for future contracts at the reduced level of \$50,000 annually through a "three year contract" proposal (\$50,000 from FY 97/98, as well as subsequent years if available) with "split" funding from the Tire and Used Oil accounts augmenting the **IWMA** contribution.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Approval of this concept continues to fulfill the three year commitment the Board made to the **CalMAX** program and its "customers", and benefits the Board by continuing this innovative means of assisting both business and local government succeed through resource efficient practices that lead to waste reduction.

Disapproval would effectively end the **CalMAX** program.

Budget: How was requested amount calculated/determined?

Based on the experience of operating the program for over five years, the requested amount (\$50,000) was determined to be the bare minimum necessary to support program functions on an annual basis. This support includes publication and distribution of the quarterly catalog, promotional outreach coordination, database and technical support, and special projects (i.e. coordinating special editions of the catalog supported by advertisement revenue in cooperation with OSP).

It must be noted that the requested amount is one third of the historic annual contract funding level. due to investments in program efficiencies and in-house **capabilities**.

Proposed funding split:

\$35,000 IWMA

\$15,000 Tire Funds (Approved at April Policy, Research & Technical Assistance Committee meeting)

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Greening Team	Concept No. 6 Revised
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$94,000	Fund: <input checked="" type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Howard Levenson, Eric Lamoureux	Strategic Plan Goal: 1,2,4; Greening Team: Target 1.1

Description: "1999 GRASSCYCLING OUTREACH CAMPAIGN"

This concept would entail designing and setting up the 1999 Grasscycling Outreach Campaign to help both the Board and its partners in local government and industry promote grasscycling. To facilitate this, the contract would be used to provide funds on a matching basis to targeted local jurisdictions to implement a grasscycling program and to coordinate the campaign regionally and develop appropriate campaign materials. The concept includes the following tasks: 1) final editing and mass production of grasscycling video; 2) producing and distributing PSAs and public access segments; 3) preparing a poster with the grasscycling message for statewide distribution through targeted local governments and industry contacts; 4) updating the grasscycling brochure that describes the benefits and "how-to's" of grasscycling to residents and distributing brochures to targeted local governments; 5) coordinating with targeted local governments to assure consistency of message and timing; and 6) evaluating the effectiveness of the campaign and actual adoption and use of grasscycling practices.

OUTCOMES: Development and distribution of video and associated materials

CUSTOMERS: Local governments, commercial landscapers, homeowners

Board Mandate Supporting Concept:

This concept would support the Board's efforts to assist local jurisdictions in reducing the amount of materials being disposed of in landfills. The Board's performance plan for organic materials management, developed as one of four priority areas pursuant to CIWMB's 1997 Strategic Plan, identifies grasscycling as a primary target (Target 1).

History/Background:

Board Staff have been promoting the concept of grasscycling, yard waste prevention, and other organics waste prevention practices for over four years as a means of reducing the amount of organic wastes destined for landfills. These promotions have taken the form of a campaign involving television and radio interviews, public service announcements on radio stations, newspaper and magazine articles, and trade show displays. However, these efforts have not been systematically targeted at jurisdictions that are large disposers of grass clippings nor at developing regional partnerships among the CIWMB, local jurisdictions, and industry as part of a coordinated statewide campaign.

The Greening Team, established as part of the CIWMB's strategic planning process, identified landscape waste materials as a primary target for helping local jurisdictions achieve their mandated 50 percent diversion requirement. The performance plan establishes a target of increasing the use of grasscycling so that approximately 1 million more tons are diverted by this method by 2000. The plan further identifies that this should be achieved by assisting targeted jurisdictions in implementing a spring 1999 Grasscycling Promotional Campaign. At its May 1998 meeting, the Board allocated \$45,700 in Fiscal Year 1997-98 funds for initial video production services for the 1999

Grasscycling Outreach Campaign

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Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros: Elevates grasscycling to a state level, which **will assist** cities and counties in achieving waste diversion mandates. Since organic wastes typically comprise more than 30 percent of a jurisdiction's waste stream. **this** effort is essential to meet 50% reduction by 2000.

Allows the **CIWMB** to cooperate with local governments and industry groups to leverage their expertise, communication networks, and financial support.

Provides an opportunity to seek voluntary, industry-supported activities that will improve **organic materials prevention** and conserve resources.

Cons: If not approved, Measure 1.1 in the Greening Team Performance Plan will not be achieved. In **addition**, the **final** editing and mass production of the initial video production currently being implemented would not be completed. **CIWMB** staff would have to continue its attempts to get statewide recognition of grasscycling with little or no funding.

Budget: How was requested amount calculated/determined?

The budget was calculated by making adjustments to actual past-year expenditures for same/similar **services**. It should be noted (based on experience with Toro, Snapper, Troy-bilt, Excel, and other partners) that funds allocated by the Board can be used as leverage with the partners.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Caren Trgovcich	Concept No. 7
Division: Waste Prevention & Market Development	Divisional Priority:
Estimated Contract Amount: \$25,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Joyce Mason	Strategic Plan Goal: 1, 2

Description:

This project would be financed by CIWMB and co-sponsored with the Recycled Paper Coalition (RPC) as a demonstration project to support the RPC's membership expansion and the development of a San Diego chapter. A consultant would assist CIWMB in determining an appropriate model business, evaluate its current waste reduction/recycling and buy-recycled system, recommend and implement a new and improved program with the goals of resource efficiency and self-maintenance. A condition of becoming a model green building or "anchor business" in a model green office complex is to join the RPC. In the case of a multi-tenant building, the consultant would also: (a) assist the RPC in soliciting memberships to the RPC among participating tenant businesses; and (b) assist tenants in the cooperative purchase of recycled-content office products. The consultant would also provide tenant orientation and training for the new program and assist CIWMB in publicizing the company's environmental efforts. Through various promotional events, the model green business would attain a high profile in the community. Publicity would focus on money saved and documented in monthly reports. The model green program would demonstrate that integrated waste management is cost-effective and resource efficient.

Board Mandate Supporting Concept:

As statutorily mandated in PRC 42600 that the Board implement a Buy Recycled campaign. To carry out the mandated Buy Recycled campaign the Board adopted a Private Buy Recycled Strategy (Strategy) at its January 1995 Board meeting. The Strategy directs staff to work with five alliances: Paper; Building and Construction; Association of Motion Picture and Television Producers (AMPTP); Organics; and Plastic. This contract concept supports the paper alliance, the Recycled Paper Coalition. In addition, PRC 42560 requires the Board to initiate a high-grade white office paper recovery assistance program for state and local agencies and private businesses.

History/Background:

CIWMB has implemented two other model green programs: one in Glendale (a three-building complex managed by CB Commercial) and another at 10 offices of The Money Store in Sacramento. There are still premiums on some grades of recycled paper. The model green program demonstrates how integrated waste management saves enough money in avoided disposal costs and makes enough in recycling revenues to more than cover any additional premiums to buy recycled. These programs have a proven track record. For example, through our contractor's expertise in waste reduction and negotiating the most cost-effective recycling service agreements, Model Green-Glendale achieved a 37 percent recycling rate in the first year of operation and saved the building management firm \$24,729 in the combined sale of recyclables and avoided disposal costs. The model green program is based on a predecessor project in Woodland Hills, now operating for eight years, the Cash for Trash program. Cash for Trash achieved a 71 percent recycling rate and saved participating businesses \$1.2 million dollars in combined revenues for recyclables and avoided disposal costs in 1996. Tenants also saved 18 percent on their cooperative purchases of recycled products, which constitute 68 percent of new office products purchased. Cash for Trash demonstrates how a model green program can continuously improve over time to exceed AB 939 diversion rates and prove that companies can cost-effectively buy recycled for most of their products. Even the newest model green at The Money Store (implemented in November 1997) more than doubled its recycling rate from 8-17 percent, as soon as a new recycler was employed as a result of the contractor's recommendations.

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Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro - Paper is the largest **volume** material in landfills. If approved, Model Green-San Diego would expand the Board's buy recycled campaign for the paper throughout the State, helping to provide markets for the huge quantities of paper collected in office buildings. The RPC has learned by experience that it takes local networking to achieve its buy-recycled goals. San Diego is currently cut off by geography from any direct participation in the organization. Experience has also demonstrated that without the tangible benefits, new local chapters rarely take form and existing ones have been known to disintegrate-the **issue** in the LA-area chapter which originally prompted the CIWMB-RPC partnership in Model Green.

Con - It is a challenge to get businesses to join the RPC. Membership requires that the CEO of an **organization** sign an agreement to buy paper with a 20 percent minimum postconsumer content and to report progress on its **buy**-recycled goals annually. If Model Green-San Diego is not implemented, it can be argued that the Board is not equally implementing its buy recycled campaign throughout California or responsive to local needs with respect to the major commodity of paper. There is demonstrated local interest in San Diego to start an RPC chapter, but the new chapter formation is likely to fail without the proven local model green program to demonstrate that buying recycled can be cost-effective.

Budget: How was requested amount calculated/determined?

This budget is based on staffs experience with two model greens and the amount of contractor time it has taken to implement the projects. Given the State's **open-bid** policy, it is necessary to assume a range of contractor rates and degrees of expertise when estimating costs. Costs assume an average 6 hours of contractor time per week x 52 weeks (one year average to fully implement) = 312 hours. Contractors typically charge **\$75-100/hour** for this kind of work. At a mid-range of **\$87.50/hr.**, 312 hours would cost \$27,300; however, contractors typically round down **their** rates for government contracts and use at least some lower-cost **ancillary** help. Therefore, \$25,000 is requested.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: Mindy Fox	Concept No. 8
Division: WP&MD	Divisional Priority:
Estimated Contract Amount: \$200.000 (2-year contract for a total of \$400.000)	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Raffy Kouyoumdjian	Strategic Plan Goal:

Description:

The proposed contract concept provides funding assistance to those Zone Administrators that are in need of additional tools to promote and market the RMDZ program. Funding could be provided for the production and distribution of marketing materials: conference and trade show participation: salaries for student assistants; equipment rental and other activities for the promotion of the RMDZ program. This contract concept is for two years. This will allow for the gradual and effective implementation of the above activities. This contract concept seeks the funds to implement those activities, Board staff will identify specific guidelines regarding eligible expenditures, reimbursement processes, periodic reports, and funding limitations. Staff will assist the Zone Administrators in preparing the request for funding of the activities, guidance in the preparation of progress reports and the providing the Board with a final report describing the implementation of the activities and their results. A contractor will be hired to oversee and manage the contract.

The Board at its January meeting approved the agenda item that discussed providing incentives to RMDZs. In approving the agenda item, the Board also indicated its willingness to make funding availability for a broad range of loan and zone activities.

Board Mandate Supporting Concept:

Responding to the passage of Assembly Bill 939 (Sher. Stats. 1989, Ch. 1095), the State of California established the Recycling Market Development Zone (RMDZ) program. Authorized by Senate Bill 1322 (Bergeson, Stats. 1989, Ch. 1096), the program objective was to create markets for diverted materials by increasing the use of recycled materials

Providing funds for loan and zone activities implements statutory requirements by assisting businesses that utilize recycled materials.

History/Background:

The California Legislature passed AB 939 and SB1322, it recognized that local jurisdictions would be faced with finding markets for thousands of tons of recycled materials. To stimulate the markets for **recyclables**, the Legislature directed the Board to establish the RMDZ program. In 1990, the Board set a goal of establishing 40 RMDZs by 1996. The goal was reached in March 1995. These 40 zones are geographically located throughout California from Humboldt County in the north to San Diego County in the south.

Funding at the local level for the RMDZ program has been minimal. **Zone** Administrators are in need of financial assistance from the Board to promote the RMDZ program.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro This contract concept will assist Zone Administrators in achieving AB 939 mandates by promoting the RMDZs effectively and by providing the Zone administrators the necessary tools to accomplish the activities that will be needed

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Con By not funding this contract concept the opportunity for Zone Administrators to effectively implement AB 939

mandates will seriously be compromised.

Budget: How was requested amount calculated/determined?

The Board is required to repay the IWMA account from the Loan subaccount, Sub-account funds that repay the IWMA could be used to fund the broad range of RMDZ activities. It is estimated that \$200,000 is required for these activities per year for a total of \$400,000 for two years to service 40 RMDZs. At this level of funding, each zone will be receiving slightly less than \$10,000 to allow for the compensation of the contractor. 40 zones at \$10,000 equals \$400,000.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Tom Unsell	Concept No. 9
division: Permitting and Enforcement	Divisional Priority: Yes - legislative mandate
Estimated Contract Amount: \$80,000	Fund: <input type="checkbox"/> IWMA <input checked="" type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jeff 'Watson/Rachel Morton	Strategic Plan Goal: #3 Organics and SB675

Description:

Research to develop odor standards for odor measurement and odor thresholds to resolve odor issues at composting and other organic material handling facilities and operations. The contract would include generation and publication of a technical guidance document for local enforcement agencies to assist with effective odor complaint response, investigation and enforcement. The manual would include odor sampling procedures and odor sampling equipment specifications, measurement and calculation of odor intensity and odor thresholds, development and use odor panels, complaint response procedures and odor investigation techniques, including calculation of odor dispersion patterns and identification of the odor source.

Board Mandate Supporting Concept:

SB 675 mandates the Board to convene a working group and make recommendations by April 1, 1999, on odor measurement and thresholds, complaint response procedures and enforcement tools and adopt and implement appropriate recommendations by January 1, 2000.

The Board has identified both assisting local jurisdictions in meeting diversion goals and reducing the amounts of **organics** in the waste stream as two of the Board's top four priorities. Odors and odor complaints interfere with siting and permitting of organic operations, limiting the amounts of organics able to be diverted from disposal.

History/Background:

SB 675 became law in October 1997 and when odors emanate from a composting facility (or operation) and a complaint there are complaints, LEAs are required to investigate, APCDs and AQMDs have to refer such complaints to the LEAs. The CIWMB is required to assist LEAs with implementation of the SB 675 mandates (odor complaint investigations) by convening a working group, developing, providing guidance/recommendations and implementing recommendations as appropriate. Since the law was adopted as an emergency measure, it is currently in effect. The due dates the Board is required to meet are coming up quickly. Guidance is needed ASAP to assist LEAs with current odor complaint investigations and indirectly, local jurisdictions with siting.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro - meet mandates of PRC 43209.1 and diversion goals mandated in AB 939

Budget: How was requested amount calculated/determined?

Based on current contract costs for research and guidance document development, (more specific cost information will be provided as requested)

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Diane Kihara	Concept No. 10
Division: Permitting & Enforcement	Divisional Priority:
Estimated Contract Amount: \$90,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Diane Kihara	Strategic Plan Goal:

Description:

Because of the continuing public and LEA concerns and the wide range of potential respiratory responses to organic dusts, a study is needed to provide information and emissions data for composting facilities. This study will provide emissions data through environmental measurement of actual airborne levels. The study will also document annoyances as related to the presence or absence of bioaerosols and other factors such as malodor, irritation, malaise, noise, visual concerns and traffic. The contractor would be required to use state-of-the-art testing protocols, perform sampling and analysis, and report findings for emissions from various facilities statewide. The information generated from this study would assist in providing guidance for mitigation measures and siting requirements.

Board Mandate Supporting Concept:

The following Board mandates support this concept:

- Aggressively seeking to protect public health and safety
- Developing effective relationships with local governments and private industry to develop and implement its programs
- Encouraging the development of markets for recyclable materials

History/Background:

There has been ongoing concern raised by LEAs and the public on exposure to organic dusts from composting facilities. Inadequate data is available on emissions from these facilities compared with all other environmental sources.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro:

Provide information on organic dusts generated from composting facilities.
Assist in determining if there is a need for air quality standards for these facilities.
Provide guidance in the design and permitting of these facilities.

Con: Unable to address questions concerning bioaerosols and composting facilities.

Budget: How was requested amount calculated/determined?

Budget based on consultants fee, monitoring requirements and frequency, equipment needs, laboratory analysis.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: Darryl L. Petker	Concept No. 11
Division: Permitting and Enforcement	Divisional Priority:
Estimated Contract Amount: IWMA: \$15,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Darryl L. Petker	Strategic Plan Goal: Goal 1

Description: what will this contract do?

This contract, **Alternative Covers Assessment Program**, will provide the Board an opportunity to participate in and benefit from current and future research into engineered alternative final covers for solid waste landfills. Key benefits will be, but are not limited to, the following:

- Participation in the development of testing protocols for evaluation of engineered alternative final covers;
- Participation in the collection and evaluation of data from local, regional, national and international research projects involving landfill closure and postclosure maintenance of engineered alternative designs;
- Working closely and sharing information with the Desert Research Institute (DRI), USEPA, DoD, DoE, various owners/operators, academic institutions (Univ.'s of Nevada, Wisconsin and Texas),
- Work and share information with environmental agencies from Washington, Montana, Idaho, and Nevada on similar problems involving solid waste landfill closures and postclosure maintenance;
- Work with various owners and operators on issues relating to landfill closures, postclosure maintenance, and postclosure land use; and
- Interpret, qualify, and statistically analyze test results.

Board Mandate Supporting Concept:

The Board is the lead agency responsible for non-hazardous waste management in California and is mandated to protect public health and safety and the environment from the adverse effect of solid waste. The implementation of these mandates are embodied in its permitting, enforcement, closure/postclosure, corrective action, and other programs. With the Board either acting directly as the Enforcement Agency or in providing technical services in support of the local enforcement agencies, the "**Alternative Covers Assessment Program**" helps provide the necessary information that will be required to maintain the Board's status as a leader in technical issues for solid waste landfills in California.

History/Background:

The collection of comprehensive information on a national level for engineered alternative final covers has been sparse at best. The Desert Research Institute, affiliated with the University of Nevada, is attempting to coordinate federal, state, and local agencies in concert with landfill owners and operators to establish a comprehensive database regarding engineered alternative final covers. This will be accomplished by compiling information on existing projects and developing new projects throughout the nation. This project is designed to be an ongoing process for a minimum of five years. It is possible that additional funds may be requested in the future. There is no obligation for future financial assistance. The effort is to be a teamwork approach to problem solving; with team members have input into the process and access to the information obtained.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros -

- Access to a comprehensive database of information on engineered alternative final covers;
- Ability of provide guidance on the goals of the project;
- Enable Board staff to support LEA's, owners, and operators with current and accurate **technical information** on engineered alternative final covers;
- Provide assistance and information to the Legislature and other State of **California agencies** enabling them to make informed judgements and decisions;
- Maintain staffs knowledge on state-of-the-art technology relating to landfill issues;
- Maintain the Board's national and international presence in the development and collection of relevant landfill knowledge; and
- Provide Board staff with training on technical landfill issues.
- Currently, there are approximately 8-10 landfills with engineered alternative covers being monitored for effectiveness

Cons-

Board staff may fall behind the learning curve for current information that is vital for the **mission** of supporting the **LEAs** and the protection of the public health and safety and the environment.

Budget: How was requested amount calculated/determined?

The Desert Research Institute is suggesting a sum of \$15,000 from state agencies wishing to participate in the project. This sum would help develop new sites and cover DRI staff time and expenses.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Michael Wochnick	Concept No. 12
Division: Permitting and Enforcement	Divisional Priority:
Estimated Contract Amount: IWMA: \$70,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Michael Wochnick	Strategic Plan Goal: Goal 3 and Goal 2

Description:

The contractor shall provide the Board with **Comprehensive Laboratory Services** to include, but not limited to:

- Qualitative and quantitative analyses of landfill gas, soil gas, ambient air, leachate, gas condensate, flue gas, soil, water, wastewater, plant materials, incinerator ash, sludge, compost, drilling wastes, and other waste materials and secondary materials;
- Field testing and sample collection;
- Design, implementation, and evaluation of sampling and analytical protocols; and
- Interpret, qualify, and statistically analyze test results.

This contract would provide services to both the Permitting and Enforcement and Waste Prevention and Market Development Divisions.

Board Mandate Supporting Concept:

The Board is the lead agency responsible for non-hazardous waste management in California and is mandated to protect public health and safety and the environment from the adverse effect of solid waste. The implementation of these mandates are embodied in its permitting, enforcement, closure/postclosure, corrective action, and other programs. With the Board either acting directly as the Enforcement Agency or in providing technical services in support of the local enforcement agencies, the "**Comprehensive Laboratory Services Contract**" provides the necessary analytical support to these programs.

PRC 4200 et. Seq. establishes diversion requirements and Board authority to conduct market development activities including strengthening demand for recycled materials by end use consumers and manufacturers. In support of this mandate the laboratory services contract can be used to ensure the performance of recycled content products by providing quality assurance testing. Examples include but are not limited to tests to support the use of recycled C&D materials and tests to determine compost quality.

PRC 42750 et. Seq. requires newsprint to contain minimum content recycled newsprint. It also requires the Board to set standards for recycled content newsprint and review every 2 years. The lab services contract will ensure the continued availability of newsprint testing.

History/Background:

The Board historically has had a laboratory services contract to support ongoing board needs. The previous contract expired June 30, 1997. Currently, there is no lab services contract.

It is expected that Board demands for the services provided in this contract will continue. Therefore., this contract would be continued in the future by similar provisions.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

- **Sampling and Analysis for Inspection, Enforcement, Site Mitigation, and Compliance at Landfills,** The Board has the responsibility to implement and maintain inspection and enforcement programs (PRC 43303) which historically and currently have included the testing of various media (air, water, soil) and biotic samples taken from solid waste facilities during inspections enforcement actions, and site mitigation. Confirmatory tests to determine compliance are also necessary. Pursuant to PRC 43306, laboratory results from media tested under the contract, as part of an enforcement action become official records of Board inspections and any other official action taken as a port of inspection and enforcement
- **Sampling and Analysis of Closed, Illegal, and Abandoned (CIA) Sites:** PRC 45013 requires the Board to provide guidance and assistance to the local enforcement agencies in the inspection and investigation of CIA sites to ensure public health and safety and the environment are protected.
- **Recycled Content Products:** The laboratory services contract can be used to ensure the performance of recycled content products by providing quality assurance testing. The lab services contract will ensure the continued availability of newsprint testing so that the Board can set standards.

Laboratory services provided for in this contract are continually utilized by the Permitting and Enforcement and Waste Prevention and Market Development Divisions and the LEAs. Deferring the contract would hamper fulfilling numerous statutorily mandated activities by the Division.

Budget: How was requested amount calculated/determined?

For site investigation and compliance monitoring aspects, the requested contract amount was based on (1) the sample costs for the previous contract, (2) the minimum number of samples for a site investigation, and (3) the estimated number of sites investigated in one year. Also, additional funds were included for compliance sampling (e.g., split sampling with owner/operator).

For secondary material aspects, cost estimates are based on previous years testing costs, cost estimates from program-managers, estimated number of samples and testing cost per sample.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Greening Team	Concept No. 14 Revised
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$80,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Bill Orr	Strategic Plan Goal: 1,2,4; Greening Team: Target 2.1

Description: "COMMERCIAL FOOD BEST MANAGEMENT PRACTICES PARTNERSHIPS"

This contract concept provides funding for the Board to retain the expertise essential to attract potential partners in restaurant, grocery, and/or food service industries. The purpose of the partnerships is to cooperatively research and develop "best management practices" (BMPs) designed to reduce the amount of wasted food generated by these entities. The partnerships will be used to encourage industry members to adopt and implement the BMPs directly, and to assist targeted local jurisdictions in their outreach to businesses in these sectors.

* OUTCOMES Adoption of best management practices resulting in the reduction of wasted food

. CUSTOMERS: Local jurisdictions, grocers, restaurants, and/or public food service providers.

Board Mandate Supporting Concept:

This contract concept creates a framework for establishing voluntary, cooperative partnerships with major commercial and institutional sectors that generate food waste, which makes up 3.5 percent of the state's wastestream. These partnerships would comply with the provisions of SB 1066 (Ch 672, Statutes of 1997) and support the Board's efforts to assist local jurisdictions in meeting their AB 939 waste diversion mandates. This contract would be the primary vehicle used by staff to implement Target 2.1 of the Board's "Greening Team Performance Plan."

History/Background:

The diversion of organic materials is one of the priority areas pursuant to the CIWMB's Strategic Plan. Organic materials comprise approximately 34 percent of the state's overall waste stream, with food waste making up over one-fifth of this total. Restaurants, groceries, and food service providers account for almost one-half of all food wasted in the commercial and institutional sectors in California.

Previously, the Board has funded hotel workshops and other pilot programs that addressed certain aspects of food waste generation. Additionally, the Board has funded several agricultural compost demonstration projects that target the beneficial use of compost and mulch on agricultural crops and promote markets for urban-derived organic materials. To date, however, the Board has not developed a comprehensive program designed to address the majority of food wastes generated in the commercial and institutional sectors. The Board's draft "Greening Team Performance Plan" identifies commercial and institutional food waste as one of the key targets warranting increased emphasis.

This concept proposes to: 1) identify restaurants, groceries, and/or food service providers that generate 70 percent of commercial and institutional food waste; 2) establish voluntary, cooperative partnerships with relevant trade

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associations and businesses; and 3) in association with our partners, help develop and encourage the implementation of best management practices designed to decrease the amount of food wasted.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Increases the amount of organic materials diverted from California's landfills.

Develops voluntary best management practices that can be replicated by other food waste generators.

Helps local jurisdictions meet the 50 percent diversion mandate.

Continues the Board's efforts to develop voluntary public/private partnerships.

Budget: How was requested amount calculated/determined?

Total request is \$80,000. This amount would enable the Board to fund two to three partnership programs. This amount was determined by staff as the bare minimum necessary to attract qualified expertise which should in turn attract receptive partners.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: Keri Spaulding	Concept No. 24
Division: Legal	Divisional Priority: 1
Estimated Contract Amount: \$150,000.00	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Elizabeth Clayton	Strategic Plan Goal: Market /Development/Recycling

Description:

Implementation and Administration of RMDZ Loan Program

Since December of 1992, we have been utilizing the services of Attorney Doug Hodell to assist with implementation and administration of our Recycling Market Development Zone (RMDZ) Loan Program. Mr. Hodell is now with the law firm of Boutin Dentino Gibson & DiGiusto. To date, Mr. Hodell has developed all of the documentation for the RMDZ Loan Program, and has provided training and consultative services as needed to assist with the implementation and operation of the loan program, including processing and closing new loans, maintaining existing loans, assisting on problem loans such as foreclosures and effectuating the sale of certain loans.

Board Mandate Supporting Concept:

Market Development/Recycling

History/Background:

Prior requests for approval for outside legal services for the RMDZ program were made in 1992, 1993, 1994, 1995 and 1996.

Contract #C2025: In September 1992, outside legal services were authorized in an amount of \$100,000 for fiscal year 1992/93.

Contract #C2039: An expenditure of \$60,000 was authorized in December 1992 for fiscal year 1992/93. In August 1993, an additional \$100,000 for fiscal year 1992/93. In August 1993, an additional \$100,000 for fiscal year 1993/94 was authorized. In November 1993 an additional \$60,000 for fiscal year 1993/94 was authorized. An additional \$15,000 for services related to loan authorized. An additional \$15,000 for services related to loan closings for fiscal year 1993-94 was authorized in May 1994.

Contract #C4001: An expenditure of up to \$158,000 was authorized for the fiscal year 1994-95. In May 1995, an augmentation of that contract was approved for an additional \$50,000.

Contract #C5026: In October 1995, an amount of \$188,000 was approved for fiscal year 1995-96. An additional \$50,000 for legal services for fiscal year 1996/97 was authorized in October 1996. On June 30, 1996, \$55,698.96 was disencumbered.

Contract #C6033: An expenditure of \$90,000 was authorized for fiscal year 1996/97 in October 1996. An additional \$50,000 for legal services for fiscal year 1997/98 was authorized in August 1997.

Contract #C7038 - An expenditure of \$250,000 was authorized for fiscal year 1997/98 in September 1997.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

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Since this is a highly specialized field of law and all of our loans are individualized, continued retention of outside legal counsel with expertise in lending ensures that the loans are structured, closed and administered in a manner consistent with commercial lending practices, while also ensuring compliance with statutory mandates and

implementation of the Board's policies. In addition, outside **legal** counsel with **expertise** in problem loans, workout agreements, foreclosures, etc., ensures that the Board's interests are fully protected in the situation where a borrower defaults on a Board loan.

Budget: How was requested amount calculated/determined?

The amount for this request was calculated based on **consideration** of past years' actual costs for **same/similar services** and the cost per hour times estimated hours to include legal matters such as loan defaults, workout agreements, collateral modifications and foreclosures.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Aequestor: Charles E. Haubrich	Concept No. 25
Division: Waste Prevention 8 Market Development.	Divisional Priority: High
Estimated Contract Amount: \$40,000.00	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Charles E. Haubrich	Strategic Plan Goal: Generate RMDZ Loans

Description: Market Prospect Lists/Credit Reports

The Board will be obtaining two primary services, they are:

1. The contractor will provide the Board with business prospect listings. These listings will be used in the marketing efforts of the Board to generate RMDZ loan applications.
2. The contractor will provide the Board with current business credit reports for prospective RMDZ loan customers.

Board Mandate Supporting Concept:

In response to the concerns raised in the passage of Assembly Bill 939 (Sher, Stats. 1989, Ch. 1095)(AB939), the State of California established the Recycling Market Development Zone (RMDZ) program. Authorized by Senate Bill 1322 (Bergeson, Stats. 1989, Ch. 1096), the program objective was to create markets for diverted materials by increasing the use of recycled materials as manufacturing feedstock.

The Board established its revolving **loan program** as a valued part of the RMDZ program. In 1990, Senate Bill 2310 (Bergeson, stats. 1990, ch 1543) authorized the Board to make low interest loans to both local governments for **infrastructure** development and to businesses located in the **RMDZ's** using recycled materials in their manufacturing processes.

History/Background:

The Board has been ordering lists and credit reports from Dun & Bradstreet during fiscal year 97-98. The current contractual agreement is in the amount of \$10,000.00. The Board's contract is under a CMAS contract with Department of General Services.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

The lists provided by the contractor will offer the Board a continual source of qualified prospective RMDZ loan customers. In addition, the business credit reports will assist the Board's Loan Officers in making proper credit decisions.

Budget: How was requested amount calculated/determined?

The dollar amount was calculated by taking into consideration the actual money used during fiscal year 97-98. This information was coupled with the projected number of state wide prospect lists that will be required **and** the number of business credit reports that will be requested during the contract period.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Aquestor: Mindy Fox	I Concept No. 26
Division: Waste Prevention and Market Development	Divisional Priority
Estimated Contract Amount: \$80,000	Fund: IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Mary Farr	Strategic Plan Goal: 2

<p>Description: Training for Zone Administrators</p> <p>Zone Administrators (ZAs) require a variety of support to effectively market their RMDZ programs. Training should be provided to the ZAs to help identify leads, conduct lender meetings, market their local RMDZ program, and hone skills in loan origination. Training courses, seminars, conferences and forums may all be appropriate venues for such training.</p>	
<p>Board Mandate Supporting Concept:</p> <p>RMDZ efforts support the AB 939 mandate by assisting in the facilitation of markets for recovered/diverted materials; therefore, this concept supports Goal 2 of the Strategic Plan.</p>	
<p>History/Background:</p> <p>At the October 24, 1995 Board meeting, an agenda item was approved to provide additional support and assistance to zone administrators. At the same time, ZAs were to assume more of the loan origination role. Board staff have continually heard from the ZAs that they need training to be effective in this role. ZAs have received some training to date, but there is such a high turnover rate among ZAs that additional training is necessary.</p>	
<p>Benefit to the Board: (Pros/Cons if we approve/disapprove)</p> <p>If approved, the contract will better enable Zone administrators to bring qualified borrowers to the loan program and to better market the local RMDZ program.</p>	
<p>Budget: How was requested amount calculated/determined?</p> <p>This was based on the cost of 7 training sessions previously offered to the ZAs.</p>	<p>6-32</p>

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: James Cropper	Concept No. 27
Division: Diversion, Planning, and Local Assistance	Divisional Priority:
Estimated Contract Amount: \$150,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: James Cropper	Strategic Plan Goal: 2

Description:

Develop a grants program for local jurisdictions to implement and monitor waste diversion programs at State facilities within that jurisdiction. The IWMB will contract with local jurisdictions to take over IWMB responsibility for implementing, improving, and monitoring waste diversion programs at State facilities.

Board Mandate Supporting Concept:

12164.5. (a) It is the intent of the Legislature that for the current state waste paper collection program, the California Integrated Waste Management Board shall provide participating locations with public information awareness and training to state and legislative employees. Additionally, the California Integrated Waste Management Board shall provide training for personnel, including but not limited to, state and buildings and grounds personnel, responsible for the collection of waste materials. This training shall include, but is not limited to, educating and training the personnel concerning the separation and collection of recyclable

materials.

b) It is also the intent of the Legislature that the California Integrated Waste Management Board continue the current state waste paper collection program and use this program as a model to develop a plan for other waste materials generated by state and legislative employees.

(c) It is also the intent of the Legislature that the department, in consultation with the California Integrated Waste Management Board, shall submit a new recycling plan, which includes but is not limited to, the collection and sale of waste materials generated by state and legislative employees. This plan shall be submitted to the appropriate legislative policy committees on or before August 31, 1990. The plan may be phased in utilizing those office facilities and collecting those waste materials most conducive to operation of a source separation program, but shall be fully implemented by June 1, 1991.

12165. (a) After implementing a recycling plan pursuant to subdivision (c) of Section 12164.5, the California Integrated Waste Management Board shall establish, implement, and maintain a recycling plan for the Legislature, which may include all legislative offices and individual members' district offices; all state offices whether in state-owned buildings or leased facilities in Sacramento, Los Angeles, and San Francisco Counties; and in any other areas that the board determines to be feasible. The plan shall include the provisions for the recycling of office paper, corrugated cardboard, newsprint, beverage containers (as defined in Section 14503 of the Public Resources Code), waste oil, and any other material at the discretion of the board.

(d) No individual, group of individuals, state office, agency, or its employees shall establish a similar collection program or enter

.66. The California Integrated Waste Management Board may contract as necessary for the recycling of products which have been returned pursuant to Section 12165.

12167. Revenues received from this plan or any other activity involving the collection and sale of recyclable materials in state and legislative offices located in state-owned and state-leased buildings, such as the sale of waste materials through recycling programs operated by the California Integrated Waste Management Board or In agreement with the board. shall be deposited in the Integrated Waste Management Account in the Integrated Waste Management Fund and are hereby continuously appropriated to the board, without regard to fiscal years, until June 30, 1994, for the purposes of offsetting recycling program costs. On and after July 1, 1994. the funds in the Integrated Waste Management Account may be expended by the board, Only upon appropriation by the Legislature, for the purpose of offsetting recycling program costs.

History/Background:

The IWMB has operated the State's recycling and diversion program since 1990. The IWMB has increased the number of recycling programs at State facilities from 150 to 1,250. The amounts of materials collected for recycling has increased from 2,000 tons per year in 1990 to over 30,000 tons for 1997. Despite this, many local jurisdictions criticize the State for not doing its share to help local jurisdictions meet their waste diversion.

In February 1998, the Legislative Analyst Office reported that State agencies were recycling at rates far below the State's average and could prevent local jurisdictions from meeting their waste diversion goals for the year 2000. The report also stated that it is difficult to accurately determine the total amount of waste that has been recycled by State facilities. This is because the data relied on by the IWMB to estimate amounts recycled are not comprehensive. One reason for this is that, in spite of statutory and State Administrative Manual provisions requiring periodic reporting to the IWMB on recycled amounts, it appears that many State facilities either do not report at all, or fail to report completely regarding all materials recycled.

The LAO required the IWMB to detail actions the IWMB will take to (1) identify State facilities that are not maximizing their recycling efforts, and (2) assist these facilities in establishing recycling programs.

Barriers identified by the IWMB that are limiting the willingness or ability of State facilities to recycle. One barrier is the impossibility of staff to work with each State facility to maximize their waste diversion efforts. This is because there are so many State facilities and only a limited number of IWMB staff working on this program. Since State facilities are a part of local jurisdictions' waste stream and have close proximity to some State facilities, it would be helpful and easier to have local jurisdictions work with those State facilities that need waste diversion assistance.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

If the contract concept were approved, the Board would benefit in the following ways:

1. Local jurisdictions would be responsible to work with those State facilities within that jurisdiction to maximize their waste diversion efforts. This would help decrease IWMB staffs workload, so staff could provide more time to implementing recycling contracts and getting more types of materials collected for recycling.
2. Local jurisdictions that are closer to the State facilities could more easily help to increase State facility waste

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diversion efforts. Local jurisdictions that have contracts with recyclers or are better aware of recyclers for many types of materials could better work with State facilities within that jurisdiction.

3. Reporting to the **IWMB** of amounts recycled would increase, because local governments could assist the State facility with reporting to the **IWMB**. The local **jurisdiction** could also exert pressure on the State facility to report to the **IWMB** amounts recycled.

Con:

1. If the contract concept were not approved, staff would continue to implement recycling programs at an as needed basis. Therefore, the number of recycling programs and amounts recycled would increase slowly.
2. If the contract concept were not approved, local jurisdictions would not be involved in developing and monitoring recycling at State facilities and therefore could continue to criticize the State facilities for not doing their share to divert waste from local jurisdictions' waste stream.
3. **IWMB** would continue to have problems receiving recycling data reports from State facilities. If local jurisdictions were working with the State facilities, local jurisdictions could help in the reporting amounts recycled to the **IWMB**.

Budget: How was requested amount calculated/determined?

Staff would like to provide grants in 3 different geographical areas at \$50,000 per area and this would total \$150,000.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Waste Analysis Branch	Concept No. 28 Revised
Division: Diversion, Planning and Local Assistance	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goal: Goals 1, 2, and 4, LGDAT Team Outcome Goal 2

Description: DEVELOP MODEL PLANNING DOCUMENTS

Develop, print, and distribute model documents of a Revised Source Reduction and Recycling Element, an Annual Report on the status of County/Regional Agency Integrated Waste Management Plan documents (including User's Guide), and an Abbreviated Siting Element. The models will include discussion of the process for preparing and submitting each document, a discussion of the statutory and regulatory requirements and examples of information to meet those requirements. and a complete example of each document for an imaginary jurisdiction.

All models to be given to the Board in electronic format for ease of future updates and placement on the website. The contractor will also print and distribute the models to the appropriate local jurisdictions (only counties or regional agencies are required to submit a SE) and 100 copies of each model to the Board. Models will include a discussion (including a time line) on the procedures for preparing and submitting the documents.

Customers served: Local Governments & Consultants

Expected Outcome: Better tracking and reporting on diversion programs and related activities, leading to better program planning and implementation, increased diversion, and an increase in the supply of recycled materials for markets.

Board Mandate Supporting Concept:

The Board is required by Public Resources Code (PRC) sections 40910, 41787.3, and 41821 to provide assistance to local jurisdictions, including rural jurisdictions, in preparing plans. Model documents are an excellent method to provide assistance to jurisdictions. Models of required documents will enable jurisdictions to prepare adequate documents in a cost-efficient and timely manner. Submittal of plans that use the model format enable Board staff to review documents more efficiently

History/Background:

PRC sections 41000, 41300, 41750, 41791, and 41821 require jurisdictions to submit Source Reduction and Recycling Elements (SRRE), Siting Elements (SE), and annual reports (AR) on progress in achieving diversion requirements and diversion program status. Almost all jurisdictions have submitted the SRRE and the quality of the documents varied enormously. Many of the SRREs were prepared by consultants at a great expense to jurisdictions. Models were prepared for the SE, AR, Nondisposal Facility Element, and Summary Plan and used by many jurisdictions without hiring consultants. Regardless of whether a jurisdiction prepared their own document or hired a consultant to prepare the documents, the quality of the submitted documents was greatly improved when a model of the document existed. Jurisdictions estimate that each previous model document has saved time and between \$10,000 and \$50,000 for local jurisdictions

SRREs are required by PRC section 41770 to be reviewed every 5 years and revised, if necessary. The five-year review and revision is coming up in the next year and jurisdictions need guidance on the format and requirements for a revised SRRE. A model revised SRRE will provide this guidance and enable jurisdictions to prepare and submit adequate documents. Currently, biennial reviews are being conducted on the first two annual reports submitted by jurisdictions. Based on the biennial review, it is anticipated that substantial revision of the model AR

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is needed. If the model AR is revised, the accompanying Users Guide will also require revision. The model AR and **User's** Guide are the complete model AR.

Abbreviated **SEs** are available for rural jurisdictions and it would greatly assist these jurisdictions if a model abbreviated SE was prepared. It would also save rural jurisdictions time and possibly \$10,000 or more for preparation of an abbreviated SE.

This contract concept addresses the Board's Strategic Plan goals 1, 2, and 4. In addition, the concept addresses the goals of Local Assistance Performance Plan to provide technical assistance and tools.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros: Better quality documents submitted by jurisdictions in a more timely manner. Also, documents would be submitted in similar formats that would result in more efficient reviews by Board staff.

Cons: Submittal of documents by local jurisdictions in a variety of formats that result in longer review **times** by Board staff.

Budget: How was requested amount calculated/determined?

Staff estimates that it will take 1PY of private sector professional staff time at \$70,000 per year. This estimate is based on time required for staff to develop model documents. Printing, supplies, and distribution costs are estimated at \$30,000 and is based on similar. previous, private sector jobs.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Waste Analysis Branch	Concept No. 29 Revised
Division: DPLA	Divisional Priority:
Estimated Contract Amount: \$117,000	Fund: X IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goal: 1.2 & 4 , LGDAT Team Outcome Goal 2

Description: ECONOMIC MODELS

Contract ~~with~~ a public, private, or non-profit entity to: combine, integrate and update three economic tools developed by the Board (the Collection Cost Model (CCM), the Facility Cost Model (FCM), and the Automated Diversion Planning Tool (ADPT)); develop an outreach and technical assistance package (including **web-ready-** documents and software) to assist local governments. and other customers, in their use of the integrated model; and conduct training at a minimum of 4 regional workshops throughout California.

The integrated model would provide jurisdictions with a step-by-step, fill in the blank calculation tool that would guide the user through different diversion program scenarios and yield relative costs based on different inputs. By combining the existing models, the integrated model will provide greater flexibility and appeal to a wider range of customers than the current individual models. The outreach and assistance package is needed to effectively distribute and fully utilize the potential of the model. **With** the improved model, an increased number of jurisdictions will be able to select cost-effective diversion programs. As jurisdictions approach **50%**, it will become more difficult to increase diversion results, and a cost-effective approach **is** essential if jurisdictions are to continue to increase diversion and reach the 50% goal without significant negative fiscal impacts.

At the conclusion of the project, the Board would require delivery of: a hard-copy duplicating master of all printed materials, 500 printed copies of the user's guidebook, an electronic master for **Boardnet** and Internet use, 500 copies of diskettes with working files and any needed run-time **software**, and electronic and hard copy masters of all training and presentation materials used during the project.

Customers served: Local Governments, Consultants, Waste Haulers, & Recyclers

Expected Outcome: More accurate evaluations on the costs, cost-effectiveness and results of diversion programs leading to increased diversion at lower costs, and an increase in the supply of recycled materials for markets.

Board Mandate Supporting Concept:

Public Resources Code (PRC) Section 40910 requires the Board to assist local agencies in the preparation, modification, and implementation of integrated waste management plans. PRC 41787.3 requires the Board to develop materials to assist rural jurisdictions. PRC Section 41850 recognizes that costs associated with diversion programs can be a limiting factor as jurisdictions attempt to reach the 50% goal in 2000.

History/Background:

The Board's July 1997 Strategic Plan Goal #2 is to "support local jurisdictions' ability to reach and maintain California's waste diversion mandates." One strategy to reach this goal is to "develop, distribute, and maintain case studies, models, and examples of successful programs to lower local government and private industry costs."

Economic models that increase cost-effectiveness are consistent with the Board's Strategic Plan emphasis on Local Government Diversion Assistance. They are essential tools for cities and counties that are not on track to reach 50% diversion, but are willing to increase diversion efforts. It is this subset of jurisdictions that must wisely choose the most cost-effective and successful diversion programs, so that individually they can reach the goal and that the State of California as a whole will reach or exceed 50% as well.

Currently, the Board has three separate **models**. Each model was developed separately and could benefit from a review, update, and integration effort. In particular, they should all be reviewed and updated by **economic** experts in the private sector. This is particularly true in light of the renewed interest in full cost accounting, public/private partnerships, waste industry consolidation, significant changes in waste flows between counties, and other economic issues. In addition, they are not currently in a format that is useful to jurisdictions or the staff in the Targeted Implementation Assistance Section of the **Office** of Local Assistance. Demand for the models has been high periodically.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro: If approved, a user-friendly integrated cost model would be available on a schedule compatible with the Local Assistance Team Performance Plan. Board staff resources would remain focused on critical disposal **reporting**, planning document review, Annual Report review, LGTAC coordination, and targeted assistance to local government functions.

Con: If approved, information will be available to jurisdictions to help make decisions about **their** waste streams and solid waste management practice. Some members of the waste industry or recycling infrastructure have questioned the usefulness of the models and accuracy of the data.

Budget: How was requested amount calculated/determined?

Staff estimate 1.5 PY of work is necessary based on our past experience. 1.5 PY of professional private sector employees is estimated to cost \$105,000. Staff estimates \$6,000 for computer hardware, software, & supplies for distribution. \$6,000 for printing is based on costs for similar private sector printing.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: Waste Analysis Branch	Concept No. 30
Division: Diversion, Planning and Local Assistance	Divisional Priority:
Estimated Contract Amount: \$45,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goal: Local Assistance

Description:

Establish an Interagency Agreement with Department of General Services to provide professional services for the consultation, development, implementation and ongoing monitoring of a public records file management system for Board records related to jurisdiction waste management plans and Board actions related to evaluation of adequacy and implementation of waste management plans.

Board Mandate Supporting Concept:

The Board is required to maintain official supporting documentation on its official actions taken on a jurisdictions' planning documents and progress in achieving the diversion mandates. This documentation is required to be current, accurate and accessible to the public. The documentation is the basis for any Board-imposed fines on jurisdictions for failure to have an adequate waste management plan or failure to implement the plan to achieve the 25 percent and 50 percent diversion requirements.

History/Background:

Current law requires that the Board maintain **official** records and data on cities and counties to document and track their progress in meeting the planning and implementation requirements of AB 939. Examples of data that is required to be maintained are: Board action on each jurisdiction's planning documents and supporting action of the Board's notification of its action; disposal reporting data for each jurisdiction; annual reports for each jurisdiction; the Board's independent evaluation of each jurisdictions' progress in implementing diversion programs and achieving the diversion mandates; and all other official correspondence between the Board and jurisdictions on all matters pertaining to meeting the requirements of the law. Current and accurate records are required: as substantial evidence for documenting the substantial evidence in the Board's record; for tracking a jurisdictions' progress in meeting requirements; and for providing documentation for compliance or enforcement actions the Board may need to pursue for jurisdictions not making progress in implementing programs and meeting diversion requirements or demonstrating good faith effort in achieving progress.

Currently, problems have arisen with missing official files and/or documents being misplaced or misfiled. The official files are open to the public who, along with Board staff, have virtually unlimited access to the file room. This can create difficulties in maintaining accurate public records and securing the files. Inaccurate official records may result in inaccurate staff recommendations to jurisdictions due to inaccurate or missing data. There may be potential problems with the Board's enforcement actions due to lack of proper data in the files. The Permitting and Enforcement Division has undertaken reorganization of their file system to avoid the types of problems described above. The most cost-effective method of obtaining **professional** records management assistance is through an Interagency Agreement with the Department of General Services, the agency responsible for records management standards.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

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Pro: If the proposal is approved, staff expects a number of the problems described above would be resolved. A centralized, secure file management system would ensure that accurate and current records are maintained for Board staff and the public to access. Additionally, such a system could avoid unnecessary potential appeals regarding the Board's enforcement of plan adequacy, plan implementation and goal achievement provisions of the statute.

Con: If the proposal is not approved, staff may continue to experience problems of missing files **and/** or documents being misplaced or misfiled. Inaccurate official records may result in inaccurate staff recommendations to jurisdictions due to inaccurate or missing data. There may be potential problems with the Board's enforcement - actions due to lack of proper data in the files.

Budget: How was requested amount calculated/determined?

An estimate of \$30,000 in professional records management services in addition to \$15,000 for computer hardware, software, and supplies. The \$30,000 would allow us to contract for about 6 months of records management analyst services. The computer hardware, software and supplies estimate is based on the cost of a **similar** system for the Board's Permitting and Enforcement Division.

**CONTRACT CONCEPTS
FISCAL YEAR 1998-99**

Requestor: Waste Analysis Branch	Concept No. 31 Revised
Division: DPLA	Divisional Priority:
Estimated Contract Amount: \$150,000	Fund: X IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/>  <input type="checkbox"/> AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goal: 1, 2 and 4 , LGDAT Team Outcome Goal 2

Description: COMPUTERS FOR JURISDICTIONS

Install refurbished and upgraded Board computers for local jurisdictions and conduct initial local training sessions. Provide some additional site support during initial implementation phases on issues related to web accessibility, hardware and software problems. Modify existing DPLA tools for jurisdictions and place them on the web site. Develop electronic disposal reporting, goal measurement and diversion program implementation web-based formats & systems to simplify and streamline jurisdiction reporting requirements.

Customers Served: Local government, consultants, waste haulers, commercial businesses, internal Board staff, Cal EPA and the Legislature

Expected Outcome: Save jurisdictions time and money by developing electronic tools which provide a cost-effective and efficient reporting method for goal measurement and diversion program implementation.

Board Mandate Supporting Concept: Public Resources Code (PRC) section 41821 requires all the counties to submit quarterly disposal report to the Board. All of the cities and counties are required to submit an Annual Report to the Board showing progress in achieving the mandated diversion goal of 50% by the year 2000 (PRC section 41821). PRC section 40911 requires the Board to provide assistance in preparing and implementing integrated waste management plans.

History/Background: Disposal Reports are used in goal measurement. The Board currently receives 58 disposal reports every quarter that must be entered into the Disposal Reporting System (DRS) manually. Annual Reports (AR) are used to determine goal achievement and program implementation. The Board currently receives approx. 400 Annual Reports from cities and counties. The information that jurisdiction need to prepare their ARs is not always easy to obtain in a compatible format.

DPLA has allocated 1997-98 money to upgrade Board computers and allow 35 counties to use the computers to submit the required Disposal and Annual Reports electronically. These jurisdictions will need technical assistance from the Board to set up and maintain these computers. This 1998-99 contract concept proposes that additional money be allocated to upgrade additional Board computers and provide them to additional counties and cities. DPLA has various tools that need to be placed on the Board's web site; these tools will help provide assistance to jurisdiction. Some of the DPLA tools that need to be put on the web site include Disposal Reporting System, Adjustment Factors, Fact Sheets, Case Studies, and LGTAC awards.

Benefit to the Board: (Pros/Cons if we approve/disapprove) This project would provide assistance to local governments in meeting the AB 939 mandates by providing access to needed information. Having the needed tools available on the Board's web site and providing computers to the counties that do not have them is helping the Board meet their requirement to provide assistance to local governments. **With** the tools on the web site staff can focus more on using the tools to provide assistance to the jurisdiction and not developing or maintaining them.

If this project is not approved DPLA will provide less cost-effective assistance to local governments in meeting the AB 939 mandates in a timely manner or at the level of efficiency required. **Without** accurate information from the jurisdictions the Board can not make a reliable determination on whether the jurisdictions are meeting the mandated goal.

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Budget: How was requested amount calculated/determined? The staff estimate of 1% PY is based on *similar* automation efforts by private sector professional computer staff at \$115,000. Travel is estimated to be \$20,000. Computer hardware, software and supplies for emergency replacement is estimated at \$15,000.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: John Frith	Concept No. 36
Division: Office of Public Affairs	Divisional Priority:
Estimated Contract Amount: \$300,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Roni Java	Strategic Plan Goal:

Description:

The Office of Public Affairs proposes to conduct a print-media advertising campaign to promote business assistance services available from the Board. The campaign would run approximately 13 weeks in Business *Journal* publications throughout the state. Funds permitting, the campaign could be extended to include run dates in mainstream print publications such as the *Wall Street Journal/California Journal* edition, *Los Angeles Times*, *Orange County Register*, *San Diego Union-Tribune*, *San Francisco Chronicle-Examiner*, *San Jose Mercury News*, *Bakersfield Californian*, and *Sacramento Bee*. Ideally, the campaign would initiate and close with ads running approximately 6" x 10" in size, while smaller supporting ads ran in the intervening weeks. The campaign would be conducted with the assistance of a public relations contractor or display advertising service.

Board Mandate Supporting Concept:

Supports Chapter 12 of the Public Resources Code, Section 42600, which mandates that the Integrated Waste Management Board (IWMB) "shall establish a statewide public information and education program to encourage participation by the general public, business, government and industry in all phases of integrated waste management." Further subsections of Chapter 12 specify the strategies and campaigns in which the Board is required to engage relative to target audiences and waste management goals.

History/Background:

The above-named print-media outlets were selected for this proposal based upon their readership demographics and proven ability to reach the business and industry markets. The publications' editorial calendars would be used to determine optimal placement and run dates, ensuring that the Board's business programs and services are featured when coverage is slated to focus on compatible economic development issues and topics.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Conducting a print advertising campaign, as proposed, stands to benefit the Board substantially. Potential benefits include increased visibility of **CIWMB** services and programs, higher volume of applicants for loans and/or grants, and the increased likelihood that the Board will receive a greater variety of applicant proposals. **With** the placement of advertisements in established, high-profile newspapers, more Californians will know about the services and funding options offered by the Board. Therefore, interest in **CIWMB's** business- and industry-related services can be reasonably anticipated to grow.

Budget: How was requested amount calculated/determined?

The amount requested is based on current advertising rates.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Waste Analysis Branch	Concept No. 37 Revised
Division: DPLA	Divisional Priority:
Estimated Contract Amount: \$162,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goals: 1, 2, & 4, LGDAT Team Outcome Goal 2

Description: DEVELOP CASE STUDIES FOR JURISDICTIONS

Contract with a public, private, or non-profit entity to develop a selection protocol, identify, and develop twenty-four exemplary solid waste diversion program case studies suited for local government needs. Emphasis could be on (diversion program types or material types. Case study candidates could be selected from local jurisdiction programs, Federal agency, and other diversion programs. Case studies selected could complement existing Board case studies

Each case study would be separate, include specified categories of information, and be identical in finished overall dimensions and construction. Delivery of a hard-copy duplicating master, 1,000 printed copies of each case study, and an electronic master for Board net use, would be required.

Customers served: Local government, consultants, waste haulers, commercial businesses.

Expected outcome: Save local governments time and money by developing case studies to help them in expanding their existing diversion programs and in creating new diversion programs that can supply recycled materials for markets.

Board Mandate Supporting Concept:

Public Resources Code (PRC) Section 40910 requires the Board to assist local agencies in the preparation, modification, and implementation of integrated waste management plans. PRC Section 41787.3 requires the Board to develop materials to assist rural agencies to divert materials from disposal.

History/Background:

The Board's July 1997 Strategic Plan Goal #2 is to "support local jurisdictions' ability to reach and maintain California's waste diversion mandates." One strategy to reach this goal is to "develop, distribute, and maintain case studies, models, and examples of successful programs to lower local government and private industry costs."

Case studies are consistent with the Board's Strategic Plan emphasis on Local Government Diversion Assistance. They are essential tools for cities and counties that are *not* on track to reach 50% diversion, but are willing to increase diversion efforts.

Currently, the Board has a compilation of **case** studies for local governments published in June 1994 entitled *The Rural Cookbook: Recipes for Successful Waste Prevention and Diversion Programs*. The focus is rural areas and the recycling & composting case studies include a description of **waste type**, program location, program summary, and a contact name/address/phone number. Local governments have requested more extensive case studies. 6415

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro: If approved, a suitable number of diversion program **case** studies would be available on a schedule compatible with the Local Assistance Team Performance Plan. Board staff resources would remain focused on critical disposal reporting, planning document review, Annual Report review, LGTAC coordination, and targeted assistance to local government functions. If disapproved, the number, quality, and/or timeliness of diversion program case studies available from the Board would be substantially diminished.

Con: If approved, some diversion program case study subjects may perceive a contractor to have a conflict of interest or give a contractor less access to information than a Board employee.

Budget: How was requested amount calculated/determined?

Staff estimate the equivalent of 2 PY of professional private sector employees is needed at a cost of \$151 .000. The 2 PY estimate is based on the time required to develop The *Rural* Cookbook and the need to develop more detailed case studies. An estimate of \$11,000 for supplies, printing, and distribution is based on **similar previous** private sector printing jobs.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Office of Local Assistance	Concept No. 38 Revised
Division: Diversion, Planning and Local Assistance Division	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Cara Morgan	Strategic Plan Goal: Goal 2, LGDAT Team Outcome Goal 2

Description: CONDUCT 10 REGIONAL WORKSHOPS TO DISSEMINATE ASSISTANCE TOOLS

This contract would set aside funding to disseminate assistance tools to targeted local jurisdictions. Dissemination methods would include developing a training workshop and video. Through this contract regional training workshops would be developed and implemented. At the workshops jurisdictions would receive assistance tools which have been developed by the Board to assist them in implementing their IWM programs. In addition, a training video would be developed to provide jurisdictions unable to attend the trainings an opportunity to become familiar with the Board's assistance tools as well as the model programs.

Customers served: Local government, consultants, waste haulers, commercial businesses

Expected outcome: Provide tools to help jurisdictions expand their existing diversion programs and to create new cost-effective diversion programs to increase the supply of materials for markets and to get to 50 percent diversion.

Board Mandate Supporting Concept:

PRC Section 409010-I requires the Board assist local agencies in the implementation of integrated waste management plans.

History/Background:

Through the Strategic Planning process and Priority Area Planning process, the Board has identified the goal of providing the necessary assistance to local jurisdictions implementing their IWM plans. The Board's goal is to ensure that all targeted jurisdictions will have received the appropriate tools needed to reach their diversion goals. In addition, the Board plans on assisting all targeted jurisdictions by 12/99 in implementing appropriate new and/or enhanced programs resulting in increased diversion. This effort will ensure that all targeted jurisdictions will be on track to reach their diversion goals by the end of 1999.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

The Board would be implementing one of its Strategic Plan goals to assist jurisdictions in meeting their diversion goals. The dissemination of assistance tools through training workshops is an effective method of reaching a large number of jurisdictions and facilitating networking between local government representatives.

If the contract is not approved the Board will need to identify another method of providing training and disseminating assistance tools to targeted local jurisdictions.

Budget: How was requested amount calculated/determined?

The amount requested was based upon estimated costs to hold ten regional workshops throughout the state. The estimated costs were based upon similar training workshops and videos developed by the Board.

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CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Office of Local Assistance	Concept No. 39 Revised
Division: Diversion, Planning and Local Assistance Division	Divisional Priority:
Estimated Contract Amount: \$300,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/>
Primary Staff Contact: Catherine Cardozo	Strategic Plan Goal: Goal 2, LGDAT Team Outcome Goal 2

Description: Cooperative Marketing

This contract would set aside funding to implement some or all of the recommendations contained in the on-going rural cooperative marketing study conducted by the Office of Local Assistance. Cooperative marketing has the potential to significantly enhance the ability of rural jurisdictions to develop and implement cost-effective diversion programs while reducing local staff time and expense, and simultaneously increasing revenues from recyclable materials. This proposed contract concept is intended to set up cooperative marketing opportunities in rural jurisdictions consistent with Board direction that was provided in January 1997.

Customers served: Local Government, consultants, waste haulers and private recyclers

Expected Outcome: Cost effective reporting for local jurisdictions. Extensive time-savings and improved analyses by Board staff.

Board Mandate Supporting Concept:

PRC Section 41787.3 et seq. requires that the Board develop model programs and materials to assist rural cities and counties in achieving California's waste disposal reduction goals. The purpose of these models is to minimize the costs of compliance for rural jurisdictions, to the extent feasible.

History/Background:

In 1991, the Board published a study entitled, "Waste Diversion in Rural California." The report identified seven strategies to assist rural jurisdictions in meeting the 25% and 50% waste disposal reduction goals. One of these strategies was to encourage the development of cooperative marketing programs.

In March of 1995, the Board authorized staff to begin studying the feasibility of cooperative marketing in rural California. Staff presented several options to the Local Assistance and Planning Committee in December of 1996. The Board may wish to fund one or more of these options to encourage development of cooperatives.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

The Board would be implementing one of its adopted strategies of encouraging rural marketing cooperatives. Cooperative marketing may provide the following benefits to rural jurisdictions;

- ☐ Allow implementation of cost-effective disposal reduction programs, while reducing staff time and expense;
- ☐ Stabilize markets for materials collected in rural areas;
- ☐ Increase jobs and promote rural economic development;
- ☐ Allow better information sharing between neighboring rural counties.

Should the contract not be approved, the Board will need to identify other methods of encouraging rural marketing cooperatives.

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Budget: How was requested amount calculated/determined?

Based upon staff research regarding options to **encourage** development of cooperatives.

CONTRACT CONCEPTS
1998-99 FISCAL YEAR

Requestor: Office Of Local Assistance	Concept No. 40 Revised
Division: Diversion, Planning and Local Assistance Division	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Cara Morgan	Strategic Plan Goal: Goal 2, LGDAT Team Outcome Goal 2

Description: STATEWIDE CONFERENCE

This contract would set aside funding to develop and conduct a statewide conference on waste prevention and recycling programs. The statewide conference would focus on successful **case** studies which could be adopted and implemented by local jurisdictions. The conference would provide assistance tools to local jurisdictions. At the conference jurisdictions would receive assistance tools which have been developed by the Board to assist them in implementing their IWM programs. This conference would provide jurisdictions with an opportunity to become familiar with the Board's assistance tools as well as the model programs

Customers served: Local Governments, Consultants, Waste Haulers, Recyclers. 8 Commercial Businesses.

Expected Outcome: More successful diversion programs implemented resulting in increased diversion, and an increase in the supply of recycled materials for markets.

Board Mandate Supporting Concept:

PRC Section 409010-I requires the Board assist local agencies in the implementation of integrated waste management plans.

History/Background:

Through the Strategic Planning process and Priority Area Planning process, the Board has identified the goal of providing the necessary assistance to local jurisdictions implementing their IWM plans. The Board's goal is to ensure that all jurisdictions will have received the appropriate tools needed to reach their diversion goals. In addition, the Board plans on assisting all jurisdictions by **12/99** in implementing appropriate new and/or enhanced programs resulting in increased diversion. This effort will ensure that all jurisdictions will be on track to reach their diversion goals by the end of 1999.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

The Board would be implementing one of its Strategic Plan goals to assist jurisdictions in meeting their diversion goals. The dissemination of assistance tools through a conference is an effective method of reaching a large number of jurisdictions and facilitating networking between local government representatives. If the contract is not approved the Board will need to justify another method of providing networking opportunities and disseminating assistance tools to local jurisdictions.

Budget: How was requested amount calculated/determined?

The amount requested was based upon estimated costs to conduct a statewide conference

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Office Of Local Assistance	Concept No. 41 Revised
Division: Diversion, Planning and Local Assistance Division	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Cara Morgan	Strategic Plan Goal: Goal 2, LGDAT Team Outcome Goal 2

Description: RELATIVE EFFECTIVENESS OF DIVERSION PROGRAMS

This contract would provide funding to conduct a qualitative assessment of integrated waste management programs and their impact in the waste stream. This project would assess a wide variety of programs, such as curbside recycling, composting, grasscycling, etc., throughout the state. The resulting information would be based upon a regional application. The information from the assessment would assist the Board in providing technical assistance to jurisdictions and assist with future determinations of compliance.

Customers served: Local Governments. Consultants & Commercial Businesses

Expected Outcome: Assist Local Governments to evaluate diversion programs and implement cost-effective programs that supply recycled materials to markets and assist them in reaching 50% diversion.

Board Mandate Supporting Concept:

PRC Section 409010-I requires the Board assist local agencies in the implementation of integrated waste management plans.

History/Background:

Through the Strategic Planning process and Priority Area Planning process, the Board has identified the goal of providing the necessary assistance to local jurisdictions implementing their IWM plans. The Board's goal it to ensure that all targeted jurisdictions will have received the appropriate tools needed to reach their diversion goals. In addition, the Board plans on assisting all targeted jurisdictions by 12/99 in implementing appropriate new and/or enhanced programs resulting in increased diversion. This effort will ensure that all targeted jurisdictions will be on track to reach their diversion goals by the end of 1999.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

The Board would be implementing one of its Strategic Plan goals to assist jurisdictions in meeting their diversion goals. Targeted jurisdictions need this type of qualitative assessment of IWM programs to implement cost-effective programs to meet their diversion goals. Many jurisdictions do not have adequate staffing or tools to determine the most effective programs to implement. This contract would meet those goals.

If the contract is not approved, the Board will need to identify another method of providing jurisdictions with qualitative Information about IWM programs and their impact on the waste stream

Budget: How was requested amount calculated/determined?

The amount requested was base upon a projected estimate of the costs to implement this type of qualitative assessment statewide.

CONTRACT CONCEPTS
FISCAL YEAR 1998-99

Requestor: Waste Analysis Branch	Concept No. 42 Revised
Division: DPLA	Divisional Priority:
Estimated Contract Amount: \$240,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Lorraine Van Kekerix	Strategic Plan Goal: 1, 2, & 4, LGDAT Team Outcome Goal 2

Description: INTEGRATE SELECTED DATABASES

This contract concept has been coordinated with IMB. It would integrate databases within Diversion, Planning and Local Assistance (DPLA). Division Databases in DPLA include the Disposal Reporting System, measurement calculations, adjustment factors, CALF, NDFE sites, PARIS, document tracking, waste characterization and others. An integrated database system (IDS) would allow the Board to characterize and report on how local jurisdictions are planning and implementing solid waste diversion programs and achieving mandated diversion goals. This system would allow the Board to share Annual Report review information among staff and provide information for future decision making. The system would help with trend analysis of program implementation and diversion and improve the Board's technical assistance to local government. This money would be used to increase the number of programmers and computer specialists working on the project to develop the system more quickly. The final product will be compatible and ready for integration with other Board databases in future phases of IDS.

Customers Served: Local governments, consultants, waste haulers, commercial businesses, CalEPA and the legislature.

Expected outcome: Assist local governments to better understand the waste management system and to decide on and implement cost-effective waste management and diversion programs based on data on diversion and disposal contained in the integrated database. This will allow local governments to collect recycled materials for markets in a cost-effective manner.

Board Mandate Supporting Concept: Public Resources Code (PRC) Section 40911 requires the Board to provide assistance in preparing and implementing integrated waste management plans. PRC Section 40912 requires ongoing analysis of public and private sector source reduction programs to assist local agencies in meeting diversion requirements. PRC Section 41787.3 requires the Board to provide materials to assist rural jurisdictions in achieving diversion requirements.

History/Background. DPLA has developed numerous databases that contain diversion related information. Information is currently used to provide reports that enable the Board to supply specific information to staff and local agencies. A pilot project was begun in 1997, with the help of IMB, to integrate a number of Board databases. The pilot project examined relationships between tables from different systems and a number of new tables were created to establish inter-system relationships. The pilot project also developed a number of queries to aid the Board and local agencies in tracking and analyzing diversion progress. The pilot project, although it produced very credible results, was never completed due to lack of resources. This contract concept would expand the pilot project.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

This project would facilitate in assisting local governments meet AB939 mandates by providing such information as capacity comparison, waste flows comparison and contrast of historical disposal by landfill site, projected loss of

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revenues by amount of ADC accepted, diversion goal attainment, program implementation and **export** revenues lost. The Board could provide information to local governments about programs that would be most **cost** effective and produce the best diversion results. Also, the development of an integrated database would facilitate a more efficient and less time consuming analysis of information by staff to present to the Board. Moreover, queries could be developed to answer specific diversion analysis required by the Board and local agencies.

If this concept is not approved, the DPLA will not be able to provide ongoing analysis necessary for local agencies to attain AB939 mandates in a most efficient and cost effective manner. Staff will continue to spend many hours in developing specific diversion information requested by the Board and local agencies.

Budget: How was requested amount calculated/determined? This amount was based on time required to develop the pilot project. Staff estimates that using existing Department of General Services master agreements for computer programmers and an associate programmer analyst will cost \$240,000.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Greening Team	Concept No. 43 Revised
Division: Waste Prevention & Market Development	Divisional Priority:
Estimated Contract Amount: \$170,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Mel Ries, Phil Hyson	Strategic Plan Goal: 1,2,4; Greening Team: Targets 1.2 and 5.1

Description: "LANDSCAPE MANAGEMENT PARTNERSHIP/OUTREACH PROGRAM"

The Greening Team Performance Plan identifies the promotion of on-site management of organic materials and the procurement and use of compost and mulch by commercial and residential landscapers/gardeners as primary targets (Targets 1 and 5). To accomplish this, the CIWMB will develop partnerships with targeted local jurisdictions and the landscape industry. Specific outreach activities would be designed with local partners to disseminate information on the use of environmentally friendly landscape maintenance practices. Topics that could be covered include: grass and yard trimmings reduction techniques, recycling organic materials on-site, using compost and mulch products made from materials recovered from the waste stream, the benefits of using organics to reduce fertilizer and water usage in the landscape, and environmentally responsible turf and landscape management practices. Guidance and promotional materials (such as brochures, case studies, training manuals) relevant to these and related topics would be developed. The contractor also would develop and implement tracking procedures to evaluate outreach effectiveness and actual changes in landscape management practices as a result of the activities outlined above.

* **OUTCOMES:** Development of **partnerships** that lead to the adoption of on-site management and procurement practices.

* **CUSTOMERS:** Targeted local jurisdictions, landscape industry, building owners and property managers.

Board Mandate Supporting Concept:

Organic materials are one of the priority materials identified in the Board's Strategic Plan. This concept directly supports Targets 1 and 5 in the Greening Team Performance Plan, developed pursuant to the Strategic Plan. It also would comply with provisions of SB 1066 related to market development (e.g., procurement and use of **recycled-content** products) and providing assistance to local jurisdictions.

History/Background:

Board staff have worked with the landscape industry to promote reduction and on-site management of compostable organic materials. Several extremely well-attended workshops for landscapers were held as part of the agricultural outreach program, and UC Cooperative Extension hosted a recent workshop in Sacramento with good attendance and response from attendees. The Board also recently approved a contract with Cal Poly Pomona to provide initial background materials on existing specifications related to the use of compost and mulch for landscaping and erosion control. However, the Board has not worked with the landscaping industry and local jurisdictions on a systematic and consistent basis to promote on-site management of organics or procurement and use of organics products.

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Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pro: Commercial landscapers will have a better understanding of how to reduce the amount of landscape trimmings currently being disposed in landfills and how to obtain and use compost and mulch products as part of their normal management practices. Targeted local jurisdictions will more readily meet their diversion requirement.

IPro: The Board will be able to assist targeted jurisdictions in achieving their diversion requirements in a **cost-effective** manner.

Budget: How was requested amount calculated/determined?

Board funding for such an effort would include 890,000 for the development and implementation of up to twelve workshops, conference. and/or **seminars** (e.g., including planning meetings with local partners, facility arrangements, mailings, speaker selection and engagement), and \$80,000 for the development of generic **guidance** and **promotional** materials and site-specific materials. The funding levels are based on **CIWMB** experience for similar events associated with landscape outreach in urban areas. Additional financial support and in-kind contributions would be requested from local jurisdictions, local UC Cooperative Extension offices, and landscape industry **associations**.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Sponsor: Greening Team	Concept No. 44 Revised
Division: Waste Prevention & Market Development	Divisional Priority:
Estimated Contract Amount: \$125,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Pat Jones, Howard Levenson	Strategic Plan Goal: 1,2,4; Greening Team: Targets 3.1, 3.2, 5.3

Description: "ORGANIC MATERIALS FEEDSTOCK AND PRODUCT QUALITY ISSUES"

The Greening Team Performance Plan identifies the need to address feedstock and product quality issues in order to improve the marketability of products made from compostable organic materials. The contractor would perform the following tasks related to feedstock quality issues: 1) review existing studies of the impacts of different collection programs in California and elsewhere on feedstock quality (as measured by specified contaminants, participation rates, processing efficiencies, system costs, etc.); 2) develop case studies and other materials to be used by CIWMB, local governments, and haulers and operators in programs to improve the quality of organics feedstocks; and 3) develop an index to measure the acceptability of feedstocks from MRFs and different curbside collection programs, conduct at least two surveys to gather data and calculate the index, and make recommendations regarding actions needed to improve feedstock quality. The contractor would perform the following tasks related to product quality issues: 1) develop a background paper on the topic of "What Next for Product Quality?" that assesses the advantages and disadvantages of current and alternative approaches to documenting and providing information on the characteristics of compost and mulch products and to generally promoting the use of such products; 2) arrange and conduct a forum on this topic; and 3) evaluate the effectiveness of the forum; and 4) provide followup recommendations (based on the results of this forum, other ongoing CIWMB contractual work related to specifications, and related activities conducted by trade associations and other industry groups), on what additional steps related to product quality are needed to increase the use of compost and mulch products.

• **OUTCOMES:** Feedstock acceptability index; strategy and materials promoting improved feedstock quality; forum leading to determination of "what's next" for product quality.

• **CUSTOMERS:** Compost and mulch producers, haulers, local governments.

Board Mandate Supporting Concept:

Organic materials are one of the priority materials identified in the Board's Strategic Plan. This concept directly supports Targets 3 and 5 in the Greening Team Performance Plan, developed pursuant to the Strategic Plan. It would comply with provisions of SB 1066 related to promoting efficient local waste diversion systems which yield high quality feedstocks and providing assistance to local jurisdictions.

History/Background:

While the CIWMB has provided some assistance (such as case studies and cost models) to local jurisdictions on collection systems, it has not previously focused on the issue of feedstock quality as it relates to organic materials. In contrast, in 1994 the CIWMB began facilitating work by the composting industry and end-users on product quality. Recognizing its lack of regulatory authority over product quality, the CIWMB brought together various stakeholders as part of a compost agricultural steering committee. This committee's work eventually led to the formation of the California Compost Quality Council (CCQC), a voluntary organization of compost producers and end-users that

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CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Sponsor: Greening Team	Concept No. 44 Revised
Division: Waste Prevention & Market Development	Divisional Priority:
Estimated Contract Amount: \$125,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Pat Jones, Howard Levenson	Strategic Plan Goal: 1,2,4; Greening Team: Targets 3.1, 3.2, 5.3

Description: "ORGANIC MATERIALS FEEDSTOCK AND PRODUCT QUALITY ISSUES"

The Greening Team Performance Plan identifies the need to address feedstock and product quality issues in order to improve the marketability of products made from compostable organic materials. The contractor would perform the following tasks related to feedstock quality issues: 1) review existing studies of the impacts of different collection programs in California and elsewhere on feedstock quality (as measured by specified contaminants, participation rates, processing efficiencies, system costs, etc.); 2) develop case studies and other materials to be used by CIWMB, local governments, and haulers and operators in programs to improve the quality of organics feedstocks; and 3) develop an index to measure the acceptability of feedstocks from MRFs and different curbside collection programs, conduct at least two surveys to gather data and calculate the index, and make recommendations regarding actions needed to improve feedstock quality. The contractor would perform the following tasks related to product quality issues: 1) develop a background paper on the topic of "What Next for Product Quality?" that assesses the advantages and disadvantages of current and alternative approaches to documenting and providing information on the characteristics of compost and mulch products and to generally promoting the use of such products; 2) arrange and conduct a forum on this topic; and 3) evaluate the effectiveness of the forum; and 4) provide followup recommendations (based on the results of this forum, other ongoing CIWMB contractual work related to specifications, and related activities conducted by trade associations and other industry groups), on what additional steps related to product quality are needed to increase the use of compost and mulch products.

• **OUTCOMES:** Feedstock acceptability index; strategy and materials promoting improved feedstock quality; forum leading to determination of "what's next" for product quality.

• **CUSTOMERS:** Compost and mulch producers, haulers, local governments.

Board Mandate Supporting Concept:

Organic materials are one of the priority materials identified in the Board's Strategic Plan. This concept directly supports Targets 3 and 5 in the Greening Team Performance Plan, developed pursuant to the Strategic Plan. It would comply with provisions of SB 1066 related to promoting efficient local waste diversion systems which yield high quality feedstocks and providing assistance to local jurisdictions.

History/Background:

While the CIWMB has provided some assistance (such as case studies and cost models) to local jurisdictions on collection systems, it has not previously focused on the issue of feedstock quality as it relates to organic materials. In contrast, in 1994 the CIWMB began facilitating work by the composting industry and end-users on product quality. Recognizing its lack of regulatory authority over product quality, the CIWMB brought together various stakeholders as part of a compost agricultural steering committee. This committee's work eventually led to the formation of the California Compost Quality Council (CCQC), a voluntary organization of compost producers and end-users that

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Greening Team	Concept No. 45 Revised
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$375,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Howard Levenson	Strategic Plan Goal: 1,2,4; Greening Team: Targets 5.1, 6.1, 6.3

Description: "PARTNERSHIPS FOR AGRICULTURE AND OTHER END-USES"	
<p>Implementation of this concept would enhance the Board's efforts to promote the use of compost and mulch products (for agricultural, landscaping, erosion control, bioremediation, and fire protection purposes. The contract would be used to provide funding, on a matching basis, in support of voluntary private/public partnerships with agricultural, erosion control, and other organizations and local governments that lead to the initiation or expansion of cooperative field projects that directly use such products. The contract also would be used to provide funding in support of workshops and seminars designed to disseminate information on compost and mulch use in agriculture to other interested parties. Examples of potential partners include Resource Conservation Districts, University of California Cooperative Extension, Committee for Sustainable Agriculture, specific agriculture commodity groups, California Alliance for Family Farms, California Department of Forestry, Caltrans districts, and local governments. Many of these entities are also interested in applying for Federal funds (for example, from U.S. EPA and U.S. Department of Agriculture) that require partners who can provide some portion of matching funds (both direct funds for tasks such as research, testing, and outreach, as well as in-kind services). The contractor also would develop and implement tracking procedures to evaluate outreach effectiveness and actual changes in end-use of compost and mulch products as a result of the activities outlined above.</p> <ul style="list-style-type: none"> * OUTCOMES: Partnerships projects that lead to increased use of compost and mulch in agricultural and other end-uses. * CUSTOMERS: Agriculture, local governments, compost and mulch producers. 	
Board Mandate Supporting Concept: <p>This concept would enable the Board to comply with the market development provisions of SB 1066 (Sher, 1997) and support the Board's efforts to assist local jurisdictions in finding end-uses for organic materials. The Board's performance plan for organic materials management, developed as one of four priority areas pursuant to CIWMB's 1997 Strategic Plan, identifies end-use partnerships and outreach efforts as primary targets (Targets 5 and 6).</p>	
History/Background: <p>Organic materials, one of the priority areas in the CIWMB's Strategic Plan, comprise approximately 34 percent of the State's overall waste stream. The Board has long been a leader in promoting the use of compost and mulch derived from these materials in agriculture and, more recently, for erosion control. The Board has sponsored six agricultural compost demonstration projects, numerous outreach events, development of product quality guidelines, and an</p>	

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erosion control project with Caltrans. The Board also has begun working with Resource Conservation Districts to promote compost and mulch use.

However, an estimated 10 million tons or more of organic materials are still being landfilled every year. Without a greater effort to reduce generation and/or increase end-use of these materials, many local jurisdictions will find it difficult to achieve the 50 percent diversion mandate. The Board's "Greening Team Performance Plan" includes ambitious targets to increase the procurement and use of compost and mulch by 3-4 million tons per year (of product, which would represent approximately 6 to 8 million tons of collected feedstocks) by 2000.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Increases the amount of organic materials diverted from California's landfills

Helps local jurisdictions meet the 50 percent diversion mandate

Continues the Board's efforts to develop voluntary public/private partnerships

Provides opportunity to access Federal funds, particularly for agricultural projects, and thereby leverage Board funds

Provides additional environmental benefits (aside from landfill diversion) in areas such as water quality and disease suppression in crops

Budget: How was requested amount calculated/determined?

This concept would provide \$300,000 in matching funds (1 :1 basis) for field projects, in partnership with agricultural, landscaping, and other entities, that involve compost and mulch use, and \$75,000 in funds for the development and conduct of information dissemination workshops and seminars. These funding levels are based on: 1) previous demonstration projects, which indicate that a minimum of \$50,000 is needed for initial establishment of field projects; and 2) previous information dissemination workshops, which indicate that up to \$5,000 per workshop is sufficient for developing and implementing such workshops (including development of background materials, engagement of speakers, and facility arrangements).

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

sponsor: Greening Team	Concept No. 46 Revised
division: WPMD	Divisional Priority:
Estimated Contract Amount: \$550,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Howard Levenson, Eric Lamoureux	Strategic Plan Goal: 1, 2, 4; Greening Team: Target 1.1

Description: "GRASSCYCLING OUTREACH CAMPAIGN"

/This concept would entail designing and setting up the 1999 Grasscycling Outreach Campaign to help both the Board /and its partners in local government and industry promote grasscycling. To facilitate this, the contract would be used /to provide funds on a matching basis to targeted local jurisdictions to implement a grasscycling program and to /coordinate the campaign regionally and develop appropriate campaign materials. The concept includes the following (tasks: 1) final editing and mass production of grasscycling video: 2) producing and distributing PSAs and public /access segments: 3) preparing a poster with the grasscycling message for statewide distribution through targeted /local governments and Industry contacts: 4) updating the grasscycling brochure that describes the benefits and "how-to's" of grasscycling to residents and distributing brochures to targeted local governments; 5) coordinating the overall campaign with targeted local governments to assure consistency of message and timing; 6) providing funding /assistance on a matching basis to targeted jurisdictions for implementing grasscycling programs as part of the 1999 /Grasscycling Outreach Campaign and conducting followup surveys and evaluations; and 7) evaluating the effectiveness of the campaign and actual adoption and use of grasscycling practices. Staff would develop the scope. /work with a three-year term, for \$550,000 in Fiscal Year 98/99 and subject to the future availability of funds in FY 00 and FY 00/01. The scope of work may include more focus on other residential on-site management practices, /such as backyard composting, for fiscal years 99/00 and 00/01.

• OUTCOMES: Development and distribution of video and associated materials; implementation of 2 to 4 regional grasscycling campaigns.

• CUSTOMERS: Local governments, commercial landscapers, homeowners

Board Mandate Supporting Concept:

This concept would support the Board's efforts to assist local jurisdictions in reducing the amount of materials being disposed of in landfills. The Board's performance plan for organic materials management, developed as one of four priority areas pursuant to CIWMB's 1997 Strategic Plan, identifies grasscycling as a primary target (Target 1).

History/Background:

Board Staff have been promoting the concept of grasscycling, yard waste prevention, and other organics waste evention practices for over four years as a means of reducing the amount of organic wastes destined for landfills, /these promotions have taken the form of a campaign involving television and radio interviews, public service announcements on radio stations, newspaper and magazine articles and trade show displays. However, these efforts have not been systematically targeted at jurisdictions that are large disposers of grass clippings nor at

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developing regional partnerships among the CIWMB, local jurisdictions, and industry as part of a coordinated statewide campaign.

The Greening Team, established as part of the CIWMB's strategic planning process, identified landscape waste materials as a primary target for helping local jurisdictions achieve their mandated 50 percent diversion requirement. The performance plan establishes a target of increasing the use of grasscycling so that approximately 1 million more tons are diverted by this method by 2000. The plan further identifies that this should be achieved by assisting targeted jurisdictions in implementing a spring 1999 Grasscycling Promotional Campaign. At its May 1998 meeting, the Board allocated \$45,700 in Fiscal Year 1997-98 funds for initial video production services for the 1999 Grasscycling Outreach Campaign.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros: Elevates grasscycling to a state level, which will assist cities and counties in achieving waste diversion mandates. Since organic wastes typically comprise more than 30 percent of a jurisdiction's waste stream, this effort is essential to meet 50% reduction by 2000.

Allows the CIWMB to cooperate with local governments and industry groups to leverage their expertise, communication networks, and financial support.

Provides an opportunity to seek voluntary, industry-supported activities that will improve organic materials prevention and conserve resources.

Cons: If not approved, Target 1 in the Greening Team Performance Plan will not be achieved. Additionally, CIWMB staff will have to continue its attempts to get statewide recognition of grasscycling with little or no funding.

Budget: How was requested amount calculated/determined?

The budget was calculated by making adjustments to actual past-year expenditures for same/similar services and adding a financial incentives component for local jurisdiction participation. It should be noted (based on experience with Toro, Snapper, Troy-bilt, Excel, and other partners) that funds allocated by the Board can be used as leverage with the partners.

CONTRACT CONCEPTS
FISCAL YEAR 1999-00

Requestor: C&D Priority Team	Concept No. 47 Revised
Division: WP&MD	Divisional Priority:
Estimated Contract Amount: \$500,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Martha Gildart	Strategic Plan Goal: 2

Description: Green Building Technology Program

The Green Building Technology Program (GBTP) will also attempt to drive the market for California-made **recycled**-content building products (and other environmentally friendly products).by developing tools that link buyers with manufacturers. This project would establish a state-wide GBTP to promote the adoption and "institutionalization" of green building principles in local government building programs. Local governments are identified as the primary target audience to receive assistance. The strategy depends on the establishment of green building programs at the local government level which in turn will drive the private sector market in a similar direction.

The GBTP will use a multi-tiered approach involving green building education, dissemination of informational resources and tools, demonstration projects and leadership. The primary goal is to transform the marketplace through the incorporation of standard "green building practices" in building and construction. One important GBTP objective is to meet the anticipated need for energy efficiency and technical assistance services created by utility deregulation.

Potential GBTP partners are numerous. These include the U.S. Green Building Council, California utility companies, local governments, professional organizations such as the American Institute of Architect's Committee on the Environment, technical institutes such as Lawrence Berkley Laboratory, universities, non-profit organizations and the Partnership for Advancing Technology in Housing (sponsored by the Department of Housing and Urban Development and the Department of Energy).

Board Mandate Supporting Concept:

Promotes C&D recycling and market development This contract supports Goal 2, Outcome 4 of the C&D plan.

Promotes source reduction through material efficiency measures

History/Background:

The concept of Green Building encompasses integrated waste management objectives including building material efficiency, construction and demolition waste reduction, and maximizing the use of recycled-content building materials. The concept is about improving the efficiency of resource consumption by the built environment and reducing the corresponding environmental impacts of resource extraction. Currently the construction industry uses about 40% of the energy and generates over 20% of the waste going to landfills. The basis of Green Building is an integrated approach including issues of energy efficiency, resource efficiency, occupant health and safety, habitat sensitivity, green construction practices and building performance assurance in the operational phase. Green Building can provide societal benefits including improved financial performance, worker productivity and healthful work environment.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

- Enhances C&D Performance Plan's Goal 2. Outcome 4
 - Promotes recycled-content building products
 - Demonstrates "Green Building" Practices such as reuse of building materials and construction waste recycling
 - Helps to drive markets for recycled-content building products and recovered materials
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- Improves availability and access of information related to Green Building
- Promotes CIWMB/local government partnerships

The targeted customer for this contract is local government.

Budget: How was requested amount calculated/determined?

\$500,000 is an upper funding limit. The breakdown of costs will depend on development of the conceptual business plan to be prepared by David Gottfried under separate contract.

CONTRACT CONCEPTS FISCAL YEAR 1998-1999

Requestor: C&D Priority Team	Concept No. 48 Revised
Division: Waste Prevention and Market Development	Divisional Priority:
Estimated Contract Amount: \$50,000 (One Time)	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Martha Gildart	Strategic Plan Goal: Two

Description: C&D Ordinances

This contract would identify barriers to and encourage recycling of construction and demolition (C&D) materials. This contract would require the contractor to evaluate various ordinances and local policies and assess their **effectiveness** at increasing C&D materials reuse and recycling, to assess implementation costs, and to suggest draft **language** for a proposed ordinance. The contractor would be asked to assess whether certain ordinance language or policies could be a barrier to the diversion of demolition waste or the *use* of recycled-content building products (RCBP).

Board Mandate Supporting Concept:

The Board identified C&D as one of the priority materials. To increase C&D material diversion from landfills, the C&D Priority Team identified adoption of C&D recycling ordinances by counties or cities as an outcome measure (C&D Plan, Goal 2, Outcome 3). This contract concept is important in carrying out the task of convincing local jurisdictions to adopt effective ordinances and in helping them to address barriers identified in the project.

History/Background:

Local governments adoption of C&D reuse or recycling ordinances is one of the Outcome Measures identified by the C&D Priority Team in order to achieve a significant increase in construction and demolition materials reuse or recycling. The **workplan** developed to accomplish this Outcome Measure included Board staffs writing of a model ordinance to be used by counties or cities when preparing their own. Selling the idea of adopting an ordinance would be easier if ordinance language known to be effective in C&D material diversion was available.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

This contract would enhance diversion of C&D materials and supports Goal 2, Outcome 3 of the C&D Performance Plan. The customers of this contract will be: 1) local governments, and 2) the C&D industry.

Pros (Approved):

1. Staff will have better direction how to pursue selling the concept of adopting ordinances.
2. Findings can be used to address barriers identified.
3. Local jurisdictions would save time and money and improve effectiveness if proven ordinance language was available.

Budget: How was requested amount calculated/determined?

The \$50,000 contract cost was estimated using knowledge of previously awarded contracts with a similar scope of work.

CONTRACT CONCEPTS FISCAL YEAR 1998-1999

Requestor: C&D Priority Team	Concept No. 49 Revised
Division: Waste Prevention and Market Development	Divisional Priority:
Estimated Contract Amount: \$150,000 (One Time)	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/>
Primary Staff Contact: Martha Gildart	Strategic Plan Goal: Two

Description: Expand training through **BII**

This contract would foster increased recovery and diversion of construction waste materials. The purpose of this contract is to fund a series of training topics on the implementation of construction and demolition (C&D) debris recycling and reuse practices. Training will be provided by the Building Industry Institute (BII), Industry Association. This contract is an expansion of an existing C&D training contract with BII (see History/Background below). In addition to providing classroom training of C&D debris recycling and reuse practices, this contract will also include:

- construction site visits for follow-up **field** inspections to determine how the lessons taught are implemented
- in-field evaluations to assess the barriers of why practices are not implemented

Board Mandate Supporting Concept:

- **AB 939** - Reduce by 50% the amount of waste disposed of in California landfills by the year 2000.
- **CIWMB's** Strategic Plan - One of the priority programs is C&D. This contract supports Goal 2, Outcome 5 of this program.

History/Background:

C&D debris is a significant percentage of the municipal waste stream, with current estimates at 28 percent of the total **onnage**. A number of resources are available to assist contractors to recycle debris at the job site and incorporate recycled materials in construction projects. A previous contract with BII for \$10,000 incorporated these resources into existing training programs to builders, essentially introducing them to the concept of **C&D** recycling and reuse. This new, expanded contract is a much bigger effort to implement active recycling and reuse, by emphasizing lessons on C&D debris, conducting follow-up field inspections, and evaluating the lessons on effectiveness.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

This contract would enhance recovery and diversion of construction waste materials and it supports Goal 2, Outcome 5 of the **C&D** Performance Plan. This contract would target building contractors statewide.

Pros if approved

BII is recognized as the preeminent provider of educational programs within the building industry and is nationally recognized by homebuilders for its training programs. This organization's involvement will lead the market to follow suit.

Cons if disapproved

Many contractors will not recycle or reuse C&D debris and, instead, continue their current wasteful practices either out of habit, **inexperience** with or distrust of recycled material, or unawareness of new specifications that allow recycled materials for certain applications.

Budget: How was requested amount calculated/determined?

Based on phone conversations with BII. Additional information will be available I the near future.

CONTRACT CONCEPTS
FISCAL YEAR 1998/1999

Requestor: C&D Priority Team	Concept No. 50 Revised
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$200,000 (one-time)	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Martha Gildart	Strategic Plan Goal: Two

Description: Educational Campaign

This project would utilize contract monies to develop and procure educational materials, displays, handouts, training materials, etc. to promote the recycling/reuse of Construction & Demolition (C&D) debris and to also promote the purchase and use of recycled-content building products (RCBP). This effort would also help to promote and support partnerships that the CIWMB forms with manufacturers and retailers, small contractors and do-it-yourselfers. This contract supports the training aspects of the C&D Performance Plan by making information on recycled-content building products (RCBP) available. A last aspect to this effort would be to hire a contractor to develop a conceptual plan for the educational campaign which includes point-of-sale, media advertisement, training, and RCBP catalog strategies.

A contractor would work closely with the CIWMB to develop, set-up, and implement a multi-faceted educational campaign for promoting RCBP. The primary goal is to increase the procurement of RCBP with special emphasis on those products made in California or with California recycled materials. The contractor would develop an educational component to dispel myths about application guidelines, perceived risks of using RCBP by making available accurate technical information, product specifications, life cycle studies and other information.

The concepts to be considered are listed below:

Buy Recycle Building Products Campaign***Point-Of-Sale Component***

A targeted advertising campaign focused on recycled-content building products at the point of sale. The campaign would involve the formation of partnerships with retail building suppliers to reach the primary target audience of small-scale builders and the homeowner/remodeler market. Participating building supply centers would display flyers, brochures, product samples and mobile interactive exhibits providing detailed product information for specific RCBP sold at the store. As an integral part of this program, contract funds would underwrite the cost of placing recycled-content product labels on racking systems of participating retailers to assist buyers in locating and identifying RCBP (e.g. similar to "Key Buy" labels at grocery outlets).

Media Advertising Component

A media advertising component directed at the professional building and architectural community, interior designers, and landscape architects. California manufacturers, distributors and retailers of RCBP would be offered an opportunity to partially subsidize their advertising costs by participating in the Buy Recycled Building Products Program. Qualified ads submitted by prospective advertisers would need to feature at least one recycled-content building product, identify the product as a recycled-content product, convey environmental/societal benefits of using that product (such as life cycle advantages) and provide information on the availability of that product.

Training Component

A training component to assist architects in specifying RCBP in building projects and residential developments. This training program would underwrite AIA approved educational seminars for architects who are pursuing continuing education units

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RCBP Catalog Component

4 program to link smaller California-based manufacturers of RCBP with potential buyers. The contractor will develop a Catalog of **Recycled-Content Building Products Made in California** that will contain essential information needed by purchasing agents and buyers of building products. The contractor will post the catalog on an Internet web site to facilitate communication between potential manufacturers and buyers. A mailing list of possible "green" buyers will be developed for distribution of the completed catalog, including State agency architectural offices. The contractor will follow-up by surveying the buyers on the mailing list to determine whether the catalog program was effective and or useful.

Harris Directory Database Component

A Program which will offer interested members of the California Building Community an opportunity to subsidize the cost of direct internet access to the Harris Directory Database (subject to negotiation with B.J. Harris). This database is a national directory of recycled-content building products with over 2,000 listings and 850 manufacturers. This program would not only help buyers locate RCBP but would help to support the proposed state-wide Green Building Technology Program.

Board Mandate Supporting Concept: Advances the following areas of the C&D workplan:

- (1) Promotes recycling/reuse for C&D materials (goal 2. outcome 4 of C&D plan)
- (2) Promotes purchase/reuse of RCBP's and helps to dispel the myths surrounding RCBC's
- (3) Promotes effective partnerships

History/Background:

Since inception of the C&D program at the Board, staff has collected information on C&D issues and has produced outreach materials in the form of fact sheets, reports, case studies, databases, etc. The most effective outreach mechanism so far seems to be the C&D homepage. Staff has also attended numerous presentations at conferences and trade shows.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

- Enhances C&D debris recovery and diversion and supports C&D Performance Plan Goal 2, Outcome 4
- Promotes positive CIWMB partnerships with interested parties
- Improves buyer awareness of RCBP'

The intended customers are RCBP consumers.

Budget: How was requested amount calculated/determined?

\$25,000 : Hire a contractor to develop a conceptual plan for the educational campaign.

\$40,000 : Point of Sale expenses

\$40,000 : Media Advertisement expenses

\$40,000 : Training expenses

\$40,000 : Recycled Content Building Products Catalog expenses

\$15,000 : Harris Directory Database

\$200,000 : TOTAL BUDGET (To unknown contractors)

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Karin Fish	Concept No. 51
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$600,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact:	Strategic Plan Goal:

Description:

Create a grant program to be managed by US Green Building Council where developers or builders could apply for grant funds to assist with the costs involved in predesign, design, construction or remodel of a sustainable green building project.

Board Mandate Supporting Concept:

Creation of sustainable marketing as a key to achieving diversion goals.

History/Background:

Creating sustainable markets for recycled content products is key to meeting the diversionary goals of the Board.

One way to accomplish this is to encourage the creation of best practices cites that demonstrate the optimization that will be achieved by changing the typical building design and construction processes to realize the financial benefits and environmental ramification of utilizing green building practices. The resources required creating, operating, and replenishing our current level of infrastructure and income are enormous and are dimnishing. To remain competitive and to continue to expand and produce profits in the future, the building industry must address the economic and environmental consequences of its actions. This need is driving the building industry to develop and market products that are more environmentally and economically viable.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Budget: How was requested amount calculated/determined?

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: Robert C. Frazee	Concept No. 52
Division: Board Member Office	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Alice Singh	Strategic Plan Goal: No. 2 -to support local jurisdictions' ability to reach and maintain California's 50% waste diversion

Description:
 [Develop a deconstruction training program, to include a video and written support materials, designed to educate and encourage the public [e.g., contractors], federal, state and local government officials on the (process and benefits of recovering deconstruction materials for reuse instead of sending those materials to California landfills.

Board Mandate Supporting Concept:

AB 939 requires local jurisdictions to reach 50 percent statewide disposal reduction by the year 2000. To fulfill its legislative mandates, the Board adopted a strategic plan which states the Board's mission as "to reduce the generation, and improve the management of solid waste in California to conserve resources, develop sustainable recycling markets, and protect public health and safety, and the environment. We do this in partnership with public agencies, industry, business, and the public we serve." The strategic plan led to the Board's formation of four priority teams, one of which is the Construction and Demolition Debris Recycling Strategic Team. This team is charged with assisting in the waste stream reduction of construction and demolition materials through the re-use and recycling of these materials.

This concept is consistent with the Board's mission and the charge of the Construction and Demolition Debris Recycling Strategic Team.

History/Background:

This concept was informally discussed by Board Advisors last year, but a formal contract concept was not forwarded to the Board for formal consideration.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros [if this concept is approved]:

- provides needed, and currently absent, training to public and governmental officials on the process and benefit of re-using and recycling deconstruction materials.
- results in the reduction of deconstruction materials sent to California landfills which assists local jurisdictions to meet the mandated 50% reduction limit
- stimulates the market for recycled and reused deconstruction materials
- establishes the Board as a national leader in the re-use and recycling of deconstruction materials

Cons [if this concept is disapproved]:

- the re-use and recycling of **deconstruction** materials may stay at its current. **minimal** rate
- without the proper training, the &construction of structures may not occur in a maner which would allow those materials to be re-used or recycled.

Budget: How was requested amount calculated/determined?

Based, in part, on the budget proposed for the TDF and Crumb Rubber Educational Video/Support Materials Contract and on an estimation made by a nonprofit organization which focuses on the re-use of **deconstructed bulding materials.**

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: State Agency Buy Recycled Campaign	Concept No. 53
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jerry Hart	Strategic Plan Goal: #2 - Support local jurisdictions' ability to reach and maintain California's waste diversion mandates

Description:
"Recycled Product Procurement Conference and Trade Show"

This concept proposes to fund a large-scale, well-publicized conference targeting public procurement officers. Many state and local government buyers and users of products remain unaware of the quality and availability of recycled products. The main purpose of the conference is to bring public sector buyers together with recycled product suppliers. Emphasis will be placed on product exhibits, displays, and demonstrations rather than oral presentations.

Board Mandate Supporting Concept:

This contract concept addresses several of the Board's mandates to assist local jurisdictions' waste diversion activities and to implement the Board's programs and responsibilities. The recycled product conference targeting the public sector will make state and local government officials more aware of the wide variety of recycled products currently available. In turn, the state purchasing officers will be better informed to make purchases of qualified recycled products to assist them in attaining the mandated recycled product procurement goals.

Also, the local buyers and users of products will become more aware of and comfortable with recycled products so that increased purchases by the local government entities will result. Increased recycled product procurement will lead directly to improved markets for diverted materials, and a healthier recycled material economy.

History/Background:

The State Agency Buy Recycled Campaign (SABRC) is a statewide mandate for all state agencies. It requires each state agency to purchase recycled products and to report those purchases annually. Each agency is to attain specified recycled product procurement goals and to require product suppliers to certify the recycled content of their products.

Information sharing and increased awareness has been identified by the agencies in a report to the Governor on the SABRC as being needed to improve recycled product procurement statewide. This conference is a much-needed event for both the state and local government buyers, and for the recycled product suppliers. It is often very difficult and frustrating for suppliers to get to their target audience of agency buyers, and even more difficult to gather a group of buyers at one time. This conference will serve these multiple purposes.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros: This conference will establish the Board as a leader in recycled product awareness and educational activities

This conference will be seen by many local government entities as fulfilling the education/communication role that the

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: State Agency Buy Recycled Campaign	Concept No. 53
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$100,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jerry Hart	Strategic Plan Goal: #2 - Support local jurisdictions' ability to reach and maintain California's waste diversion mandates

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Benefit to the Board: (Pros/Cons if we approve/disapprove)

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This conference will be seen by many local government entities as fulfilling the education/communication role that the

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

Requestor: State Agency Buy Recycled Campaign	Concept No. 54
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$70,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input checked="" type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jerry Hart	Strategic Plan Goal: #2 - Support local jurisdictions' ability to reach and maintain California's waste diversion mandates

Description:

"Green Product Database Management"

The current recycled product database continues to show many Midwest and East-coast suppliers of recycled products. This contract would increase the number of recycled products in the database from the western states with special emphasis on Californian manufacturers and suppliers. The contractor would also be tasked with expanding the scope of the database to include a broader listing of "green" products. The contractor would gather exhibit lists from recycling expos, conferences, and trade shows, as well as possibly purchasing lists of green product suppliers to be added to the database. The contract would also include a clean up of existing data.

Board Mandate Supporting Concept:

This contract concept addresses several of the Board's mandates to assist local jurisdictions' waste diversion activities and to implement the Board's programs and responsibilities. The recycled product database is a free, internet accessible database designed for use by anyone with interest. Board staff have frequently directed local government staff to the database for green product information and availability. If the database is kept current and maintained properly, its exposure and use will continue to grow and be used more frequently to identify and ultimately purchase green products.

In addition to its use by local governments, state agencies will likely use the database more frequently if the information it contains is comprehensive and complete. Lack of awareness and difficulty identifying recycled products have been identified by state agencies as barriers to increased recycled product procurement. The database will go a long way to reducing this barrier and in facilitating compliance among state agencies with the recycled product procurement mandates.

History/Background:

The State Agency Buy Recycled Campaign (SABRC) is a statewide mandate for all state agencies. It requires each state agency to purchase recycled products and to report those purchases annually. Each agency is to attain specified recycle product procurement goals and to require product suppliers to certify the recycled content of their products.

increased awareness of sources of recycled products has been identified by the agencies in a report to the Governor on the SABRC as being needed to improve recycled product procurement statewide. The database is a much-needed tool for both the state and local government buyers, and for anyone else who may be looking for recycled products. It is often very difficult and frustrating for potential buyers of recycled products to find a single comprehensive, current source suppliers of the products. This database will serve these multiple purposes.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros This database will establish the Board as a leader in green product awareness and educational activities.

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This database will be seen by many local government entities as fulfilling the role of facilitator between buyer and Seller that the state should be playing in assisting them with attainment of the waste diversion mandates.

Board members and staff who access the database will benefit from their exposure to the new products and suppliers, and better able to assist our customers with product Information.

Cons: State agencies will still have difficulty identifying green products and suppliers and therefore less likely to make those purchases.

The SABRC, which the Board has invested a significant amount of time and resources, will not benefit from the positive feedback that the database will bring and the exposure to the products and suppliers the agency buyers will receive.

Budget: How was requested amount calculated/determined?

Total request is \$70,000. This amount was determined by staff based upon the experience and knowledge with similar contracts for such services. This amount would allow for the purchase of several supplier lists. extensive time inputting new data and cleaning up existing data.

CONTRACT CONCEPTS

1998-99 FISCAL YEAR

requestor: Ralph Chandler	Concept No. 55
vision: Waste Prevention & Market Development	Divisional Priority:
Estimated Contract Amount: \$35,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Caren Trgovcich	Strategic Plan Goal:

Description: GREEN BUILDING TECHNOLOGY CENTERS-CONCEPTUAL PLAN

This project would build upon the experience of key local governments to develop a conceptual business plan exploring the feasibility of establishing a state-wide Green Building Technology Program (GBTP). The contract concept is proposed as a standard agreement with a local government, such as the City of Santa Monica, that has direct experience with green building technologies.

The GBTP in concept would promote the adoption and "institutionalization" of green building principles in local government building programs. Local governments are identified as the primary target audience because of their ability to influence and drive the larger market. The Green Building Technology Program will use a multi-tiered approach involving green building education, dissemination of informational resources and tools, demonstration projects and leadership. The primary objective is to transform the marketplace through the incorporation of standard "green building" practices in building and construction.

The contractor will explore potential partners for the Green Building Technology Program, such as the U.S. Green Building Council, California utility companies, local governments, professional organizations such as AIA's Committee on the Environment, technical institutes such as Lawrence Berkley Laboratory, universities and non-profit organizations.

A concept of Green Building is about improving the efficiency of resource consumption by the built environment and reducing the corresponding environmental impacts of resource extraction. Currently the construction industry uses about 40% of the energy and generates about 20% of the waste going to landfills. The basis of Green Building is an integrated approach including issues of energy efficiency, resource efficiency, occupant health and safety, habitat sensitivity, green construction practices and building performance assurance in the operational phase. Green Building can provide societal benefits including improved financial performance, worker productivity and healthful work environment. The concept also encompasses integrated waste management objectives including building material efficiency, construction and demolition waste reduction, and maximizing the use of recycled-content building materials.

Board Mandate Supporting Concept:

Promotes recycling and market development

Promotes source reduction through material efficiency measures.

History/Background:

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Benefit to the Board: (Pros/Cons if we approve/disapprove)

-
- Supports Construction and Demolition Performance Plan
- Demonstrates "Green Building" Practices such as reuse of building materials and construction waste recycling
- Helps to drive markets for recycled-content building products and recovered materials
- Helps satisfy need for energy efficiency and technical assistance services created by utility **deregulation**
- Improves availability and depth of information related to "Green Building"
- Promotes CIWMB/local government partnerships

Budget: How was requested amount calculated/determined?

\$35.000 to a local government entity to prepare conceptual business plan using green building expertise available to the jurisdiction.

CONTRACT CONCEPTS 1998-99 FISCAL YEAR

Requestor: State Agency Buy Recycled Campaign	Concept No. 56
Division: WPMD	Divisional Priority:
Estimated Contract Amount: \$50,000	Fund: <input type="checkbox"/> IWMA <input type="checkbox"/> Project Recycle <input type="checkbox"/> Oil <input type="checkbox"/> Tire <input type="checkbox"/> RMDZ <input type="checkbox"/> AB2136
Primary Staff Contact: Jerry Hart	Strategic Plan Goal: #2 - Support local jurisdictions' ability to reach and maintain California's waste diversion mandates

Description:

"Recycled Product Mobile Display"

This concept proposes to fund a mobile exhibit with the City of San Diego that is made from recycled materials and displays recycled products in an **office** environment. The mobile exhibit will include a tow-behind trailer, made, to the **maximum** extent feasible from recycled materials. The inside of the trailer would be **designed** as an office **using** (recycled materials and displaying those recycled products commonly found in the **office** environment. This exhibit will be used to educate buyers around the State from all levels of government, in the private sector, at trade shows and conferences. and at the Board's offices.

A similar project was partially funded by the Board with several partners, among them the City of San Diego. During the process of constructing the trailer, it was stolen. San Diego has the architectural plans, and many of the materials and products are still available.

Board Mandate Supporting Concept:

This contract concept addresses several of the Board's mandates to assist local jurisdictions' waste diversion activities and to implement the Board's programs and responsibilities. The mobile recycled product exhibit targets the public sector, particularly state and local government purchasing officials. The trailer will make state and local government **officials** more aware of the wide variety of **recycled** products currently available as well as their quality and applicability to the workplace. In turn, the purchasing officers will be better informed to make purchases of quality recycled products to assist with the creation and the development of markets for recyclable materials.

As it relates to the State Agency Buy Recycled Campaign, the state buyers that view the exhibit will become more aware of the recycled products available to them and the increased awareness will enable them to make new recycled product purchases that will assist them in attaining the mandated recycled product procurement goals.

Also, the private buyers and the public that tours the exhibit at conferences, trade shows, at the Board's offices. etc will provide them with the same opportunities to see new recycled products, new applications of recycled materials and innovative products that they otherwise may be unaware of.

Finally, Board members and staff will also gain valuable information and experience that they will be able to pass along to their customers.

History/Background:

A Memorandum of Understanding (MOU) between the CIWMB and the City of San Diego was signed in July of 1997

to jointly develop and share the display, called the Environmentally Constructed Office (ECO). The two primary parties would share the cost and split the time each would have the display throughout the year. The mobile exhibit was designed to foster the use of environmentally preferred materials including, recycled products, energy efficient products, and non-toxic alternatives. The project was approximately fifty percent completed when it was stolen from a storage facility,

CIWMB staff would like to partner again with the City of San Diego by providing funds (and perhaps insurance) to resurrect the project and ensure its completion this time around.

Benefit to the Board: (Pros/Cons if we approve/disapprove)

Pros: This display will establish the Board as a leader in green product awareness and educational activities.

This display will be seen by many local government entities as fulfilling the education/communication role that the state should be playing in assisting them with attainment of the waste diversion mandates.

The display will assist state agencies with attainment of the SABRC goals by increasing their awareness of qualified recycled product purchases.

Board members and staff who visit the display will also benefit from their exposure to new products and new applications of products and materials.

Cons: State agencies will not benefit from the exposure to materials and products exhibited in the display. The SABRC, which the Board has invested a significant amount of time and resources, will not benefit from the positive feedback that the display will bring.

Budget: How was requested amount calculated/determined?

The \$50,000 amount was estimated by CIWMB staff that had experience with the first attempt at this project as an amount that would enable the City to restart the project.